

# Southern HARL RE

University Microfilms  
313 North First St  
Ann Arbor Mich 4

In this issue: A Directory of Sales Aids for 1959, page 23



... first in sales

## *First in demand First in SALES*

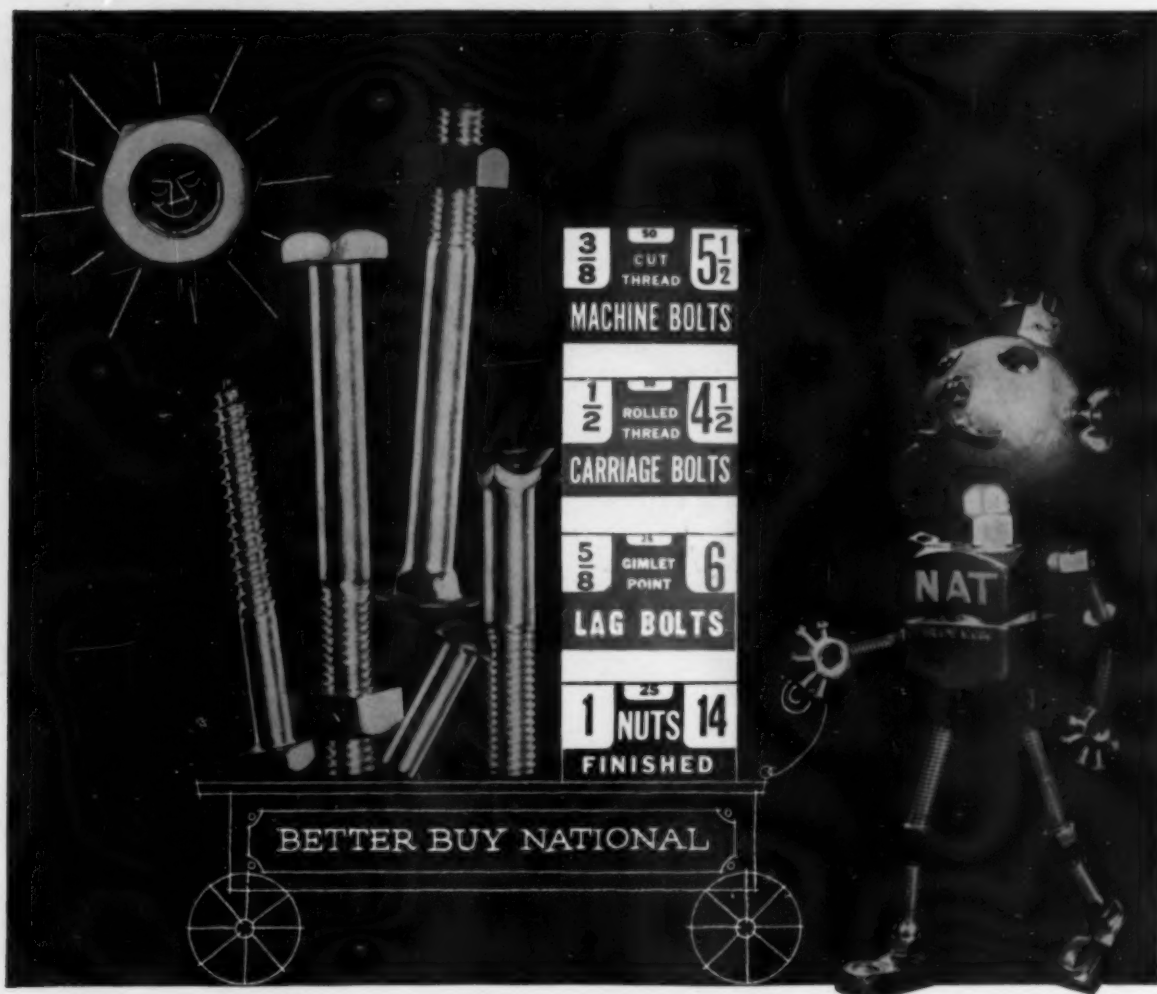
Join the leader, stock and sell IGLOO—the most wanted, asked for and used water cooler in the world today. Your IGLOO sales are backed by strong trade and consumer advertising. You fill the demand that's already there.

*Complete cooler line—all sizes, types and styles*

Ask your wholesaler

### **IGLOO CORPORATION**

MEMPHIS 4, TENNESSEE



## "NAT" STANDS OUT for one-source buying

Want to reduce your fastener handling and ordering problems? Switch to one-source buying. National stands out as your most logical single source because: 1. It's the complete line. 2. Packaging is uniform, colorful, with *buy* appeal. 3. Color-coded labeling makes stock handling easier. 4. Quality is unsurpassed, assures constant customer satisfaction.

Standardize on National and eliminate costly problems of multiple-source buying and handling. Sell National, and you'll be selling the complete quality line—the one that *stands out*.



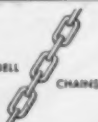
Ask Your Distributor... He Knows



CHESTER  
HOISTS



MODELL



CHAINS

**THE NATIONAL SCREW & MFG. COMPANY**  
CLEVELAND 4, OHIO

Pacific Coast: National Screw & Mfg. Co. of Cal.  
3423 South Garfield Ave., Los Angeles 22, Cal.

SOUTHERN HARDWARE is published monthly at 116 N. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.

Subscription price in United States and possessions \$1.00 per year.  
Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1979.

**Volume 127**

**Number 12**

Postmaster, Send notices by Form 3579 to 900 Peachtree St., N. E., Atlanta 6, Ga.



**WESTERN. "W-40"**

**PRESENTS**

**YOUR GOLDEN JACKPOT**

**OF EXTRA PROFITS**



*Red Herring*

WESTERN FISHING LINE COMPANY, GLENDALE 4, CALIFORNIA

DISPLAYS 93% OF YOUR FISHING LINE REQUIREMENTS  
IN LESS THAN ONE SQUARE FOOT OF COUNTER SPACE!

**FREE**

**FISHING  
LINE**

**DEPARTMENT  
SENIOR SIZE**



brings you

**149%**

**EXTRA**

**PROFIT**

IN ADDITION  
TO YOUR  
REGULAR PROFIT!



**SENIOR SIZE LINE DEPARTMENT SPECIFICATIONS:**

TRANSPARENT PLASTIC REVOLVING DISPENSERS.....BLACK WROUGHT  
IRON BASE WITH NON-SKID RUBBER FEET AND UPPER ADAPTER TO  
MOUNT TWO FREE ASSORTMENTS AND FORM FREE LINE DEPARTMENT  
.....DIMENSIONS: HEIGHT 19".....WIDTH 18".....DEPTH 7".....  
OCCUPIES LESS THAN ONE SQUARE FOOT OF COUNTER SPACE!

# "W-40" JACKPOT DISPENSER ASSORTMENTS 24 FREE LEADER WHEELS

brings you  
**55%**  
**EXTRA  
PROFIT**

IN ADDITION  
TO YOUR  
REGULAR PROFIT!

"W-40" JACKPOT DISPENSERS ARE AVAILABLE IN ANY OF THE SEVEN ASSORTMENTS DESCRIBED ON THE INSIDE PAGES, INCLUDING ASSORTMENTS #1 AND #1A.

ALL "W-40" JACKPOT DISPENSER ASSORTMENTS COME COMPLETE AS ILLUSTRATED WITH 24 FREE LEADER WHEELS, PLASTIC BASE & TOP, AND PLASTIC LINE DISPENSER. PERFECT COMPANIONS OR REPLACEMENT UNITS FOR OUR SENIOR & JUNIOR "W-40" FISHING LINE DEPARTMENTS!

ORDER "W-40" JACKPOT DISPENSER ASSORTMENTS THRU YOUR JOBBER.

WESTERN FISHING LINE COMPANY  
P.O. BOX 1000, PORTLAND, OREGON 97208

# FREE!

## "W-40" FISHING LINE ASSORTMENTS



### ASSORTMENT NUMBER 1

#### "W-40" SOFT MONOFILAMENT

100 yd. spools — two connected  
color: MIST

Contains 24 spools as follows:

6 spools 4 lb. @ 1.00 retail	\$ 6.00
6 spools 5 lb. @ 1.10 retail	6.60
6 spools 6 lb. @ 1.20 retail	7.20
6 spools 8 lb. @ 1.40 retail	8.40
<b>BRINGS DEALER</b>	<b>\$28.20</b>

### ASSORTMENT NO. 1A

#### "W-40" SOFT MONOFILAMENT

100 yd. spools — two connected  
color: MIST

Contains 24 spools as follows:

6 spools 6 lb. @ 1.20 retail	\$ 7.20
6 spools 8 lb. @ 1.40 retail	8.40
6 spools 10 lb. @ 1.75 retail	10.50
6 spools 12 lb. @ 2.10 retail	12.60
<b>BRINGS DEALER</b>	<b>\$38.70</b>



THE NO. 1 OR NO. 1A ASSORTMENT IS FREE WITH PURCHASE OF ANY OTHER TWO ASSORTMENTS AS LISTED BELOW. THIS WILL FORM A JUNIOR LINE DEPARTMENT AS ILLUSTRATED ON RIGHT PAGE.

BOTH NO. 1 AND NO. 1A ASSORTMENTS ARE FREE WITH PURCHASE OF ANY OTHER THREE ASSORTMENTS AS LISTED BELOW. THIS WILL FORM A SENIOR LINE DEPARTMENT AS ILLUSTRATED ON LEFT PAGE.

THE "W-40" DEPARTMENTS ARE AVAILABLE FOR IN-LET FACTORY SHIPMENT TO ALL DEALERS. PLEASE ORDER FROM YOUR JOBBER.

### ASSORTMENT NO. 2

#### "W-40" SOFT MONOFILAMENT

100 yd. spools — two connected  
color: MIST

Contains 24 spools as follows:

6 spools 10 lb. @ 1.75 retail	10.50
6 spools 12 lb. @ 2.10 retail	12.60
6 spools 15 lb. @ 2.25 retail	13.50
6 spools 20 lb. @ 2.75 retail	16.50
<b>BRINGS DEALER</b>	<b>53.10</b>
dealer discount	21.24
<b>NET COST TO DEALER</b>	<b>31.86</b>



### ASSORTMENT NO. 5

#### "W-40" BAIT CASTING LINE

50 yd. spools — two connected  
color: CAMOUFLAGE

Contains 24 spools as follows:

6 spools 15 lb. @ 1.60 retail	\$ 9.60
6 spools 20 lb. @ 1.75 retail	10.50
6 spools 25 lb. @ 1.90 retail	11.40
6 spools 30 lb. @ 2.00 retail	12.00
<b>BRINGS DEALER</b>	<b>\$43.50</b>
dealer discount	17.40
<b>NET COST TO DEALER</b>	<b>26.10</b>

### ASSORTMENT NO. 3

#### "W-40" BRAIDED MONOFILAMENT

100 yd. spools — two connected  
color: AQUA

Contains 24 spools as follows:

6 spools 4 lb. @ 2.40 retail	14.40
6 spools 6 lb. @ 2.50 retail	15.00
6 spools 8 lb. @ 2.60 retail	15.60
6 spools 10 lb. @ 2.70 retail	16.20
<b>BRINGS DEALER</b>	<b>61.20</b>
dealer discount	24.48
<b>NET COST TO DEALER</b>	<b>36.72</b>



### ASSORTMENT NO. 6

#### "W-40" SQUIDDING LINE

50 yd. spools — six connected  
color: GREEN

Contains 24 spools as follows:

6 spools 18 lb. @ 1.40 retail	\$ 8.40
6 spools 27 lb. @ 1.50 retail	9.00
6 spools 36 lb. @ 1.65 retail	9.90
6 spools 45 lb. @ 1.85 retail	11.10
<b>BRINGS DEALER</b>	<b>\$38.40</b>
dealer discount	15.36
<b>NET COST TO DEALER</b>	<b>23.04</b>

### ASSORTMENT NO. 4

#### "W-40" BAIT CASTING LINE

50 yd. spools — two connected  
color: CAMOUFLAGE

Contains 24 spools as follows:

6 spools 10 lb. @ 1.40 retail	8.40
6 spools 12 lb. @ 1.50 retail	9.00
6 spools 15 lb. @ 1.60 retail	9.60
6 spools 20 lb. @ 1.75 retail	10.50
<b>BRINGS DEALER</b>	<b>37.50</b>
dealer discount	15.00
<b>NET COST TO DEALER</b>	<b>22.50</b>

### ASSORTMENT NO. 7

#### "W-40" TAPERED FLY LINES

— each taper in plastic box —  
color: SPECTRUM YELLOW

Contains 8 fly lines as follows:

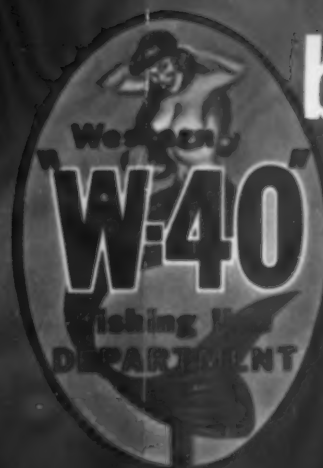
2 — HEH @ 9.00 retail	\$ 18.00
2 — HDH @ 9.00 retail	18.00
2 — HCH @ 9.00 retail	18.00
2 — GBG @ 9.00 retail	18.00
<b>BRINGS DEALER</b>	<b>\$72.00</b>
dealer discount	28.80
<b>NET COST TO DEALER</b>	<b>43.20</b>



**FREE**

**FISHING**

**LINE**



**brings you**

**129%**

**DEPARTMENT**

**JUNIOR SIZE**

**EXTRA**

**PROFIT**

**IN ADDITION  
TO YOUR  
REGULAR PROFIT!**



**JUNIOR SIZE LINE DEPARTMENT SPECIFICATIONS:**

TRANSPARENT PLASTIC REVOLVING DISPENSERS.....BLACK WROUGHT  
IRON BASE WITH NON-SKID RUBBER FEET AND UPPER ADAPTER TO  
MOUNT FREE ASSORTMENT AND FORM FREE LINE DEPARTMENT.....  
DIMENSIONS: HEIGHT 20".....WIDTH 13".....OCCUPIES LESS  
THAN ONE SQUARE FOOT OF COUNTER SPACE!

# \$10,000.00

## GIANT

## "W-40"<sup>®</sup>

## JACKPOT

ANY DEALER WHO  
OBTAINS A "W-40"  
FISHING LINE  
DEPARTMENT CAN WIN  
\$1000.00 IN FREE "W-40"  
FISHING LINES! (SEE DETAILS BELOW)



### YOU CAN WIN!

ONE DEALER IN EACH OF THE ABOVE TEN AREAS  
WILL WIN A JACKPOT OF \$1,000.00 IN FREE  
"W-40" FISHING LINES. (WINNER'S CHOICE  
VALUED AT LIST PRICE.)

ALL DEALERS WHO PURCHASE A "W-40" FISHING  
LINE DEPARTMENT ARE AUTOMATICALLY ENTERED  
IN THIS CONTEST. THE "W-40" PRIZES WILL BE  
DELIVERED BY THE JOBBERS WHO MADE THE  
LUCKY SALES.

THE RUEBEN H. DONNELLEY CORP. WILL CHOOSE  
THE LUCKY "W-40" FISHING LINE DEPARTMENTS  
AND WILL NOTIFY THE WINNERS. THEIR DECISION  
WILL BE FINAL.

THIS OFFER IS GOOD DURING THE PERIOD BEGIN-  
NING JULY 31, 1958 AND ENDING JUNE 30, 1959.  
NO ENTRIES WILL BE CONSIDERED AFTER THIS  
DATE. THIS OFFER SUBJECT TO FEDERAL, STATE  
AND LOCAL REGULATIONS.

WESTERN FISHING LINE COMPANY  
GLENDALE 4, CALIFORNIA

PRINTED IN USA

## "We know these nails are quality nails"

"There *is* a difference in nails, and we're convinced that it pays to use quality nails. That's why we always try to get Bethlehem nails, made right here in this country.

"Bethlehem nails don't wince every time they're smacked by a hammer. Their heads are true, their points are sharp and clean."

It's true that Bethlehem feels a responsibility to maintain quality. And that applies not only to nails but also to staples, barbed wire, farm fence, fence posts and other Bethlehem products that you can profitably handle.

Bethlehem nails are now packaged in new, attractive 50-lb cartons as well as the 100-lb units. They are available in a complete range of sizes, styles and finishes—bright, blued, cement-coated, galvanized. We carry large stocks of these nails and can make prompt deliveries on all items. A phone call or note to our nearest office will bring you any specific information you want.



BETHLEHEM STEEL COMPANY  
BETHLEHEM, PA

On the Pacific Coast Bethlehem products are sold by  
Bethlehem Pacific Coast Steel Corporation  
Export Distributor: Bethlehem Steel Export Corporation

# NO. C120 HYDE TOOL TOWER

## MORE SALES POWER

Here is self-serve selling at its best. A 5½' wine and gold, revolving, all wood fixture. Features 17 individually carded Hyde Fix-Up, Paint-Up Tools. Only 14" square of floor space required for Fixture. Beautiful tower FREE with this assortment.

### BLACK AND SILVER

- 6 each C2E-1½" Elastic Putty Knives
- 6 each C2S-1½" Stiff Putty Knives
- 6 each C2E-3" Elastic Wall Scrapers
- 6 each C2S-3" Stiff Wall Scrapers
- 6 each C2E-4" Elastic Joint Knives
- 6 each C2E-5" Elastic Joint Knives

### BLUE DIAMOND

- 6 each C3E-1¼" Elastic Putty Knives
- 6 each C3S-1¼" Stiff Putty Knives
- 6 each C3E-3" Elastic Wall Scrapers
- 6 each C3S-3" Stiff Wall Scrapers
- 6 each C3E-4" Elastic Joint Knives
- 6 each C3E-5" Elastic Joint Knives

### PAINT SCRAPERS

- 6 each C83 with 2½" Blade
- 6 each C85 with 1½" Blade
- 24 each 80-3 Blades
- 12 each 79-3 Blades
- 6 each C8 Bent Scrapers



**HYDE MANUFACTURING CO., SOUTHBRIDGE, MASS., U. S. A.**



**JOHN C. FINDLEY, OWNER  
FINDLEY'S HARDWARE, ATLANTA, GA.**

"Now our customers always select the better quality, higher priced Putty Knives and Scrapers from Hyde's revolving Tool Tower. I have never seen anything like it for sales and profits. The Tool Assortment cost us \$78.08. The display is free. We have made the \$52.06 profit from the Assortment many times over. Suggest you order one of these Towers from your wholesaler for your store."



# Southern HARDWARE

Hardware & Allied Lines - - Farm Operating Equipment

Vol. 127 December, 1958 No. 12

T. W. McALLISTER, *Managing Director*  
RALPH E. KIRBY, *Editor*

Harrison D. Watts, III, Jim Wood *Associate Editors*  
Frances A. Kelly *Assistant Editor*

BARON CREAGER, *Southwestern Editor*  
(7713 Inwood Road, Dallas 9, Texas)

CHARLES E. SMITH *Business Manager*  
J. A. MOODY *Production Manager*

## FEATURES

Revamped Displays Boost Tool Sales.....	21
Directory of Sales Aids for 1959.....	23
Builders Hardware, Wire Products, Fasteners.....	24
Lawn and Garden Tools, Equipment, Supplies.....	31
Housewares & Cleaning Supplies.....	37
Sporting Goods and Wheel Goods.....	45
Power Tools and Saws.....	54
Hand Tools.....	56
Paint and Accessories.....	62
Building Supplies.....	66
Electrical Supplies.....	67
Plumbing Supplies.....	69
Chain and Rope.....	71

## DEPARTMENTS

Business Trends.....	4
Industry News.....	6
Convention Dates.....	18
Catalogs & Bulletins.....	95
New Products.....	107

## Farm Equipment Section

Contents.....	121
---------------	-----

ANNUAL SUBSCRIPTION—\$1.00

### Business Representatives

New York: W. L. ROGERS, Room 610, 7 East 42nd St., New York 17. Tel. MUrray Hill 2-4959. Cohasset: J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass. Tel. EVERgreen 3-0712. Philadelphia: JAMES R. COOPER, 27 E. Windermere Terrace, Lansdowne, Pa. Tel. MADison 6-9145. Chicago: HUGH AULL, 355 N. Michigan Ave., Chicago, Ill. Tel. CEntral 6-4151. Cleveland: JOSEPH R. ROGERS, 16404 Southland Ave., Cleveland 11, Ohio. Tel. CLEARwater 1-9062. Los Angeles: LOYD B. CHAPPELL & ASSOCIATES, 8603 Wilshire Blvd., Beverly Hills, Calif. Tel. OLYMPIA 2-1490. San Francisco: FRED JAMESON, Lloyd B. Chappell & Associates, 821 Edinburg St., San Mateo, Calif. Tel. DIAMOND 3-8806. Charlotte: W. C. RUTLAND, P. O. Box 102, Gastonia, N. C. Tel. UNIVERSITY 7-1995. Dallas: BARON CREAGER, 7713 Inwood Rd., Dallas 9, Texas. Tel. FLEETwood 7-2937. Miami: RAY RICKLES, 917 Chamber of Commerce Bldg., Miami, Fla. Tel. FRANKlin 1-0376.

### Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices

806 Peachtree Street, N.E., Atlanta 8, Ga.

Publishers Also of

ELECTRICAL SOUTH SOUTHERN AUTOMOTIVE JOURNAL  
SOUTHERN BUILDING SUPPLIES TEXTILE INDUSTRIES  
SOUTHERN POWER & INDUSTRY

W. J. BOOKS, *Chairman of the Board*; RICHARD P. SMITH, *President and Treasurer*; T. W. McALLISTER, *First Vice-President*; E. W. O'BRIEN, *Vice-Pres.*; A. E. C. SMITH, *Vice-Pres.*; JOHN C. COOK, *Vice-Pres.*; A. F. ROBERTS, *Secretary*; SARA J. JONES, *Assistant Secretary and Treasurer*

Copyright 1958, W. R. C. Smith Publishing Co., Atlanta, Ga.

# SHOPMATE



Sells better because there's  
so much more to sell...

## 2-SPEED 2.8 AMP. 3/8" DRILL!

This new Shopmate outclasses all other drills . . . because it's the *only* drill at anywhere near its price that changes speeds instantly, electrically . . . at the flick of a switch! And *both* speed ranges develop full power for fast, efficient drilling under *any* conditions! Nationally advertised in The Saturday Evening Post, Popular Science, Popular Mechanics, and other powerful consumer publications!

### NO OTHER DRILL HAS SO MUCH SELL!

- Powerful 2.8 amp. universal AC/DC fan-cooled motor!
- High speed (2000 rpm) for drilling wood, plaster, etc.!
- Low speed (1000 rpm) for heavy-duty applications!
- Full power output at either speed!
- Electro-mechanical transmission changes speed instantly, electrically by flicking speed range selector switch!
- Speed range selector switch interlocks with on-off switch for maximum safety!
- Weighs only 6 pounds, perfectly balanced to eliminate fatigue!
- Precision geared chuck and key!
- Special spindle lock for easy chuck removal!
- Multiple ball thrust bearing!
- Precision cut alloy steel gears!
- Handsome silver luster finish!

SUGGESTED RETAIL

## \$32.95



PORTABLE ELECTRIC TOOLS, INC.

320 West 83rd Street • Chicago 26, Illinois

mail to: George Weatherby, Sales Manager

PORTABLE ELECTRIC TOOLS, INC. 320 W. 83rd St., Chicago 26, Ill.

Send me full details on the revolutionary new  
Shopmate Model SD-382 2-speed Drill!

SH-1250

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

My Preferred Distributor \_\_\_\_\_

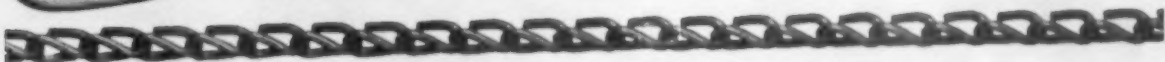
# BUSINESS TRENDS

---

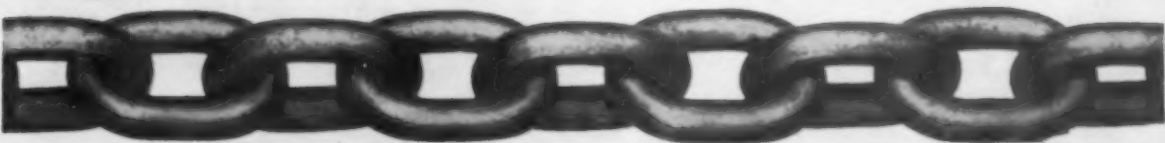
- ▶ **Business Picture**—Results of the November elections are bound to be reflected in the coming business picture. The big vote fight was pitched on "spending." So it's doubtful that federal aid in any field will be diminishing. Credit for housing is expected to remain abundant and cheap, urban renewal programs are likely to continue and defense spendings will not decline under present indications. Labor union influence in the victories may call for a new battle on minimum wages, aiming at \$1.25 per hour.
- ▶ **Construction**—The home building industry continues to brighten. Construction for the most part, was the bright picture in recession darkness and now it appears leading the growth out of it. New homes started showed new increases for the third quarter of 1958, those privately financed reaching a seasonally adjusted annual rate of 1,220,000--the highest in three years.
- ▶ **Consumer Spending**—New records were set in the third quarter on nondurable goods and services and durable goods spending also increased for the first time in a year. There is evidence of a revival of interest and demand for appliances and other major household items, something which has not been true in the automotive field as yet.
- ▶ **Employment**—The job situation improved during the late summer and early fall. Seasonal gains for Christmas should help the economic condition. Employment, at 64.6 million in September, declined less than normal yet was one million below the level of last year. Big gains have been in durable goods industries. Increased employment, more normal working hours for many, and fears of layoffs have diminished. Payroll envelopes are fatter, consumer debt is down, savings fortified.
- ▶ **Farm Income**—Cash receipts from farm marketings in the first three quarters of 1958 were up 11% from a year ago, prices average 6% higher and marketing volume was up 5%. Higher prices brought livestock and product receipts up 10%, and bigger wheat and cotton markets brought crop receipts up about an eighth.
- ▶ **Retail Sales**—Totals are 16.6 billion dollars, down a little from August and from the peak rate of a year ago. Retail sales of nondurable goods totaled 11.4 billion dollars, down 2% from August but 2% higher than a year ago. After six months of decline, consumer installment debt outstanding rose a little to 33.2 billion dollars in August. Repayments on consumer goods loans continued at about the same rate, but extensions increased. The West South Central region showed from 1 to 5% increases in retail trade volumes over last year with the Middle Atlantic and South Atlantic regions varying from comparables to 1957 levels to 4% increases.
- ▶ **Manufacturers' Sales**—Still 2.2 billion dollars below a year ago, the volume nevertheless from manufacturers' sales rose during August to 26.4 billion dollars, up 100 million dollars from July. New orders placed with the manufacturers declined 100 million dollars to 26.3, due primarily to cutbacks in defense contracts to aircraft industries. The rate of inventory liquidation eased further while factory production continued to advance in September.
- ▶ **Optimistic 1959**—Economists are far more optimistic about business outlook than they were this time last year. They expect the gross national product to reach \$460 billion by the fourth quarter of 1959, a rise of 4½% during the year. They see Federal Reserve index of industrial production at 147, rising 5% during the year; consumer prices at 125.5, upward for 1959 close. Inflationary tendencies are likely to dominate. "Inflation" and "boom" will replace "recession" in the economic vocabulary.



**there's STRENGTH in a name**



*welded and weldless chains • chain assemblies • chain specialties • wagon and truck hardware*



**NIXDORFF-KREIN MFG. CO.**

916 HOWARD STREET • ST. LOUIS 6, MISSOURI

JOHN E. EVERETT & CO. • SALES REPRESENTATIVES • MEMPHIS 4, TENN.

**S CHAINS**  **CHAINS CHAINS CHAINS CHAINS CHAINS CI**



# INDUSTRY NEWS

---

## Bussells Joins Lawn-Boy as Representative

ISAAC M. BUSSELLS, of Richmond, Va., recently was named southeastern sales representative for Lawn-Boy, Lamar, Mo., a division of Outboard Marine Corp., Waukegan, Ill.



Isaac M. Bussells

In announcing the appointment, Sales Manager Robert E. Schuler stated that Bussells' territory will cover an eight-state area, ranging from Virginia to Florida.

Bussells, formerly with Williams & Co., manufacturers' agents, Charlotte, N. C., will operate immediately under Donald Berret, Lawn-Boy district sales manager in that area.

## Mrs. Edwin F. Flato Succumbs October 9

MRS. EDWIN F. FLATO, a director of Corpus Christi Hardware Co., Corpus Christi, Texas, passed away October 9. Besides her hus-

band, who is president of the wholesale organization, she is survived by three sons, Franklin, Frederick W., and Robert H., all of Corpus Christi, and nine grandchildren.

## Fries, Beall & Sharp Co. Builds New Facilities

FRIES, Beall & Sharp Co., one of Washington's oldest hardware organizations, announces the construction of a new warehouse and office building in the Shirley Industrial Center, Fairfax County, Va. It is estimated that the building will be completed in late February or early March 1959.

The five-acre site was chosen for its proximity to the Shirley and circumferential highways, according to the announcement. Both of these highways are limited access high-speed roads, which will facilitate rapid delivery to all parts of Metropolitan Washington, southern Maryland, and the counties of northern Virginia.

The one-story, 53,000 square foot, brick building has 45,000

square feet of warehouse space; 6,000 square feet of office space; and 2,000 square feet for maintenance and repair of trucks and lawn mowers.

The warehouse area is broken down into five basic areas: shelf, bin (or rack), bulk, receiving area, and shipping area.

All receiving will be handled at the rear of the building from either the company's rail siding—capacity six cars—or its adjacent truck receiving docks. The traffic pattern of the warehouse is a clearly defined one-way method such that the merchandise is received at the rear of the building and processed directly through the building to the front or shipping area. The employment of the latest materials handling and warehousing techniques will allow the fullest possible utilization of floor space by reducing aisle space to new minimums, and will enable an order to be processed in four hours less time. The fully air conditioned modern office space will include also a meeting room, an employees' cafeteria, and a large display area.

The grounds will be fully landscaped and provide ample customer and employee parking.





Display racks free!

# SELL MORE TACKS

and related items



**Y**ou know that people who get tacks always buy related items, hammers, cutters, wire and screen. Make it easy for them. Keep your tack stock orderly and out in front! Designed to stand or hang on pegboard. Wonderful for self-service. No deals required — get as many as you need. Order only the sizes you want.

Ask your jobber.

W. W. CROSS & COMPANY • Jeffrey, N. H.



# INDUSTRY NEWS

(Continued from page 6)

## North & Judd Announces Administrative Changes

AN ADMINISTRATIVE change and a promotion, part of a program of integration of operations of North & Judd Manufacturing Co., New Britain, Conn., and its Wilcox-Crittenden Division, Middletown, Conn., are announced by Frederick L. Morrow, president.



Smith

Brown

The 146-year-old North & Judd organization manufactures fasteners for wearing apparel and industrial use, metal trimmings for clothing, shoes, handbags, gloves and luggage, and hardware for factory, home, barn and stable. The Wilcox-Crittenden Division is a leading producer of marine fittings.

Ivan L. Smith has been named vice-president in charge of all sales. Smith has been manager of the North & Judd's zipper sales and style products sales; assistant general manager and, most recently, vice-president and general sales manager.

Philip W. Brown, who has been sales manager of North & Judd's style products, has been named general sales manager. He has served as a salesman in the New York City territory and as resident manager of the Atlanta office.

## Stanley-Judd Appoints Ga.-Fla. Representative

THOMAS R. WALTON has been named sales representative in Georgia and Florida for Stanley-Judd of Wallingford, Conn., a division of The Stanley Works, New Britain, Conn. He succeeds

Raymond W. Alling, 36, a native of New Haven, Conn., who passed away on September 14 at Pompano Beach, Fla., after a short illness.

Walton formerly covered the Tennessee territory, working out of the Stanley-Judd plant in Chattanooga.

## D-M Co. Adds MacGregor Golf Equipment to Line

DRAPER - MAYNARD Co., Cincinnati, announces the addition of

MacGregor golf equipment to its line. Four models are carried in men's clubs and two models in women's clubs. Utility woods and irons, putters, and a complete line of MacGregor golf bags also are available.

Bob Toski "Parmaker" and "World Win" sets are featured in men's clubs. Jim Turnesa "Signature" and "Autograph" models are in lower price brackets. Beverly Hanson woods and irons—"Parmaker" and "Classic"—are designed especially for women, it was announced.

## Sales Gain Continues in October for Southern Hardware Wholesalers

SALES BY Southern hardware wholesalers continued to increase in October with each geographical region of the South showing a gain over September.

The increase was most pronounced in the Mid-South, the gain in sales for wholesalers in this area averaging 9.1%. For the entire South, wholesale hardware sales in October averaged 3.5% above September.

The sales gain in October was even more substantial when compared with the same month of 1957. Each geographical area of the South again showed an increase in sales.

One Mid-South wholesaler reported that "a sudden jump in sales caught us with our inventory down." For the entire South the sales gain in October over the previous year averaged 7.6%.

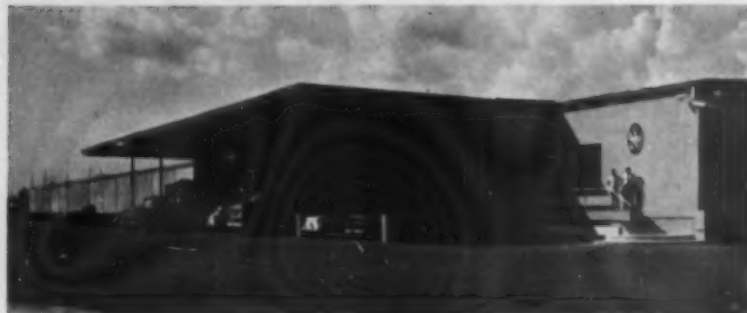
In October inventories declined further in every geographical region but the Southwest where the increase averaged less than 1%. In this area, one wholesaler reported, "good crops—fall and holiday prospects look good." Another commented tersely: "business better."

For the entire South, inventories in October declined 2% under October 1957.

## WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES		INVENTORIES
	Percent Change		Percent Change
	Oct. 1958 from Sept. 1958	Oct. 1958 from Oct. 1957	Oct. 1958 from Oct. 1957
SOUTHEAST	+ .08	+ 5.7	-3.5
MID-SOUTH	+9.1	+11.3	-2.
SOUTHWEST	+1.3	+ 4.9	+ .04
ENTIRE SOUTH	+3.5	+ 7.6	-2.

Geographical divisions: Southeast (W. Va., N. C., S. C., Ga., Fla.) Mid-South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)



## Sabine Supply Occupies New Warehouse Facilities

THE SABINE Supply Co., wholesale organization of Orange, Texas, recently completed its move into a new, one-floor warehouse located on the Sabine River adjacent to Orange County Docks. The new facilities occupy 90,000 square feet of space.

Founded in 1900, the company has kept pace with the development and changes in the area under its various managements.

In November 1955, the company was bought by Colonel D. H. Byrd of Dallas, Texas, who heads the organization as president. Other officers and key personnel are J. W. Anger, vice-president and general manager; Bess Bond, secretary and treasurer; Curtis Barfield, assistant secretary and treasurer; Frank Brown, dealer sales manager and purchasing agent; Bill Boyd, industrial sales manager and purchasing agent; and Walter Chamel, sporting goods purchasing agent.

## Outboard Marine Buys Stock of Midland Co.

OUTBOARD Marine Corp. has purchased about 95 percent of the common stock of The Midland Co., South Milwaukee, Wis., manufacturer of garden tractors, roto tillers, snow plows, sprayers and allied attachments and equipment.

Midland will operate as a subsidiary, according to OMC President Joseph G. Rayniak. As reorganized, its officers are as follows: president, Frank S. Fenton, also manager of OMC's Pioneer Saws Division; vice-president, William C. Scott, also executive

vice-president and general manager of OMC; secretary-treasurer, Robert F. Wallace, also OMC controller. They will be Midland directors together with John B. Robertson, OMC vice-president of sales, and Herbert M. Fisher, OMC financial vice-president.

•

## Robert J. McCormack Dies in Atlanta, Ga.

ROBERT J. "Bob" McCormack, a manufacturers' agent with headquarters in Atlanta, Ga., died October 30 after an illness of three

months. He was 36 at the time of his death.

Prior to the establishment of his own business, Mr. McCormack was at one time associated with Beck & Gregg Hardware Co. in Atlanta. He



Bob McCormack

was well-known throughout the hardware industry in the Southeastern states which he served.

He is survived by his widow, a young son and daughter, and by his parents.

## C. E. Hamilton Heads SHGA



Hank Worthington, right, secretary-treasurer of Southern Hardware Golf Association, congratulates C. E. Hamilton, Odell Hardware Co., Greensboro, N. C. who was named president of the group during its recent meeting and tournament at the Mid Pines Club in Southern Pines, N. C. Other officers are: J. J. Wallace, left, Clemson Bros., first vice-president, and Worth B. Flyler, Monroe Hardware Co., Monroe, N. C., second vice-president. New members of the executive committee are: M. H. Campbell, Campbell Chain Co.; John A. Wright, Diamond Expansion Bolt Co.; and Harry E. A. Keenan, Phillips Hardware Co., Cambridge, Md. W. N. Dixon, Jr., Brown-Rogers-Dixon Co., Winston-Salem, N. C., and A. L. Low, Jr., Samson Cordage Works, both scored 74s to share medalists' honors. Bill Dixon went on to defeat Robert W. Woody, Roanoke Hardware Co. 7-6 in the championship flight. Dixon was never more than two over par for any round.

# MOTO-MOWER MEANS



**M**OTO-MOWER gives you the solid, sales-producing **IMPACT** of advanced styling . . . sound engineering . . . quality construction . . . customer-preferred features . . . all based upon continuous research and field testing. In 1959, Moto-Mower catapults you into the competitive market with a line designed to sell, and built to keep customers sold. It's the finest family of quality power mowers in 40 years . . . backed by a full 1-year warranty and service after the sale.



**a complete line!**  
**a short line!**  
**a profit line!**

**See your Distributor or write . . .**



# BUSINESS IN 1959!

TWO-FISTED SALES IMPACT WITH THE MOST COMPLETE AND AGGRESSIVE PROGRAM IN MOTO-MOWER'S 40-YEAR HISTORY

## IMPACT!

**Powerful National Advertising** beamed at quality-conscious prospects—162,538,000 messages in leading magazines. The most aggressive of all Moto-Mower advertising programs.

## IMPACT!

**Colorful Display Materials**—to stop traffic and draw prospects into your store—inside point-of-sale "salesmen" to pull prospects to Moto-Mowers on your floor.

## IMPACT!

**Big Key City Ads** at the peak of the buying season—to tie you in directly as a Moto-Mower Preferred Dealer with the national advertising.

## IMPACT!

**Practical Selling Aids**—a full line-up of fact-packed literature and promotion materials, plus practical sales presentations to help you close the sale.

## IMPACT!

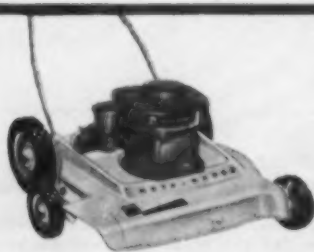
**Individual Co-op Advertising** to carry the Moto-Mower message to prospects in your shopping area and further identify you as a Moto-Mower Dealer. See your Moto-Mower distributor for details.

## IMPACT!

**Identification for Your Store**—Yellow Page phone book headings, paid for by Moto-Mower, in cities 50,000 and over. "Operator 25"—Western Union will give prospects dealers' names in over 21,000 communities.

*Plus* Sensational "Early Buy" Bonus for Moto-Mower Preferred Dealers. Allows you to make up to double your normal profit, and meet any competition! See your Distributor for details.

IT PAYS TO BE A MOTO-MOWER PREFERRED DEALER



**3 Advanced-Design Rotaries—18" and 21"**... including automotive-type self-propelled units—one for every purse and size of lawn.



**24" Roto-Ride**... The Sports Car of Riding Rotaries—with exclusive roller traction transmission-type drive. Climbs 20° grade.



**22" All-New Trimmer Reel**... the first mower designed to cut the finest lawns in all parts of the country with equal ease and precision.

**MOTO-MOWER, Inc.** SUBSIDIARY OF DETROIT HARVESTER CO., RICHMOND, INDIANA



## Corbin Develops Mobile Unit for Product Display

A "TRAILER-PAK" mobile product display for servicing local shows is introduced by P. & F. Corbin, New Britain, Conn.

Readily hitched behind a car for local travel or shipped via truck lines for long hauls, the unit is designed to present the complete Corbin hardware line to conventions, shows, state fairs, sales meetings, and other similar events.

The Trailer-Pak sets up in 10 minutes. Its built-in lighting system plugs into standard 110 line voltage. There are no packing or

unpacking problems since all products are mounted or stored in padded compartments.

The trailer weighs 1,200 pounds, is 8'2" tall and approximately 5' by 5' closed up, and 9'8" wide when opened for service. It is fully equipped with tail-lights and stoplights for driving.

According to L. Curtis Booth, Corbin vice-president, "The Trailer-Pak display is an ideal sales aid for any aggressive hardware dealer. It is equipped for either a residential product line or a commercial product line, depending upon the group to be serviced."

Scheduling is now being handled for the coming year.

## Texas Association to Hold 61st Annual Convention

THE 61ST ANNUAL Convention and Trade Show of the Texas Hardware and Implement Association will be held in Dallas, January 11-13, at the Dallas Memorial Auditorium and the Statler Hilton Hotel.

The three-day expanded Trade Show opens Sunday at the Memorial Auditorium and convention sessions are scheduled at the headquarters hotel Monday and Tuesday mornings.

Association President Barney Goldthorn, Alice, Texas, will keynote the opening session and will present industry speakers A. J. Murray, of El Paso, and W. J.

Klein, Milwaukee, Wis. Murray, currently serving as president of the Texas Wholesale Hardware Association, is vice-president of Mommensen Dunnegan Ryan Co. Klein is vice-president of Allis-Chalmers Manufacturing Co.

Closing speaker at the Monday morning session will be Chet Huntley, NBC-TV news analyst.

Tuesday morning will be devoted to group sessions. Robert E. Petit, Indianapolis, Ind., educational director of the National Retail Hardware Association, will speak to the hardware group. Following his talk, Texas Association Vice-President C. W. Scheurer, of Sherman, will serve as moderator of a hardware panel discussion.

Paul M. Mulliken, St. Louis, Mo.,

executive vice-president of the National Retail Farm Equipment Association, will address the implement group, after which Association President Goldthorn will serve as moderator of an implement panel.

Other scheduled activities include a convention roundup; annual banquet, floor show and dance; ladies' party and Neiman-Marcus style show; and the traditional dinner honoring past presidents and their ladies.

## Reynolds' Florida Office Given Full Branch Status

THE ELEVATION of Reynolds Aluminum Supply Co.'s Jacksonville, Fla., warehouse operation to full branch status was announced recently by Company President Paul H. Fox, Atlanta, Ga. Stanford S. Davidson, formerly assistant branch manager in the company's Birmingham warehouse, has been made manager of the new branch. The present sales organization will remain intact.

## Larsen Joins Atkins as Advertising Head

WILLIAM B. Larsen has joined the Atkins Saw Division of Borg-Warner Corp. as director of advertising and marketing. The appointment was announced by Carl J. Meister, Atkins executive vice-president.

## Yeager Announces Plans for Lawn and Garden Show

A lawn, garden, and outdoor living show for the trade only will be held at the Amphitheatre in Chicago, October 18-21, 1959. The announcement was made by Frank M. Yeager, managing director.

Complete information and floor plans may be obtained by writing Lawn, Garden and Outdoor Living Trade Show—Chicago, 331 Madison Ave., New York 17, N. Y.

## SWING-A-WAY HAS EVERYTHING YOU WANT!

*The quality you want:* SWING-A-WAY is rated first in quality and value by America's foremost testing laboratory. *The style you want:* SWING-A-WAY is as fresh as tomorrow... today. Dramatic, new styling assures sales success. *The price you want:* SWING-A-WAY is priced right for fast turnover. It's the worth-more product that costs less. *The protection you want:* SWING-A-WAY is backed by a 5-year guarantee that protects both your customers and you. Why not put these selling advantages to work for you? You can sell more, make more with SWING-A-WAY!

# SWING-A-WAY



MAGNETIC  
CAN OPENER from \$3.45



TABLE  
ICE CRUSHER from \$9.95



PORTABLE  
CAN OPENER from \$1.95



AUTOMATIC  
CAN OPENER from \$4.45



WALL  
ICE CRUSHER from \$7.95



PORTABLE  
KNIFE SHARPENER \$4.95



ICE BUCKET \$7.95



BUDGET  
CAN OPENER from \$1.95



AUTOMATIC ELECTRIC CAN OPENER AND KNIFE SHARPENER \$27.95

# SWING-A-WAY

SWING-A-WAY MANUFACTURING CO., 4100 BECK AVE., ST. LOUIS 16, MO. • IN CANADA: FOX AGENCIES, PORT CREDIT, ONT.

SOUTHERN HARDWARE for December, 1958 For more information use Handy Return Card, Page 117

# LUFKIN...

*everything you need in tapes  
and rules from one source*

Here's what one-source buying does for you:

① **Simplifies ordering**

You get your complete stock of best-selling tapes and rules from a single supplier.

② **Cuts down inventory**

And bookkeeping, too! *One* supplier . . . *one* line . . . *one* set of records—order as you need!

③ **Organizes store space**

Keep all your measuring items in one section . . . under one banner easily identified by the customer . . . under a name he *knows* and trusts.





# • a complete line for '59 packaged to sell

*new "space-saver" packaging shouts  
for attention, sells the impulse buyer.*

Compact, new packages feature the name customers know:

**1 Easy to display**

Hang them on pegboard, stack them in counter bins. They'll make your selling job easier.

**2 More profit per square inch**

New space-saver packaging gives you the most sell in the least possible space.

**3 Faster turnover**

Your customers can see the merchandise and try it without removing it from the package! Selling points are prominent on each package.

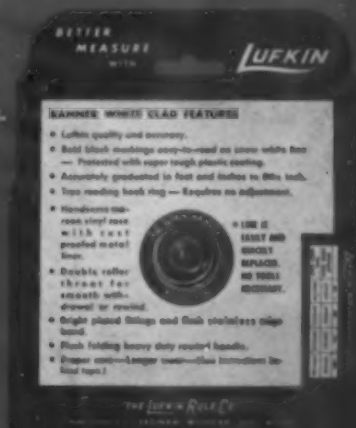
Your sales go up when you stock and display Lufkin tapes and rules.



MEZURMATIC  
TAPE RULE 3/4" SIZE



BANNER TAPE - HW223



THE **LUFKIN** RULE COMPANY  
TAPES • RULES • PRECISION TOOLS  
SAGINAW, MICH. • MIDDLETOWN, N. Y. • BARRIE, ONT.

## NHMA to Held 20th Trade Show January 12-16

THE NATIONAL Housewares Manufacturers Association will celebrate its 20th year of service to the industry with a record-breaking 733 exhibitors in its January National Housewares Exhibit in Chicago, according to Dolph Zapfel, secretary.

The trade show will be a Monday-through-Friday exhibit January 12-16, 1959, filling more than 350,000 square feet in the North and South Halls of Navy Pier and the adjacent Drill Hall.

"The demand for exhibit space was greater this year than at any time since the first NHMA Exhibit in 1939," Zapfel said, "making it impossible to assign space to all manufacturers who desire to exhibit. The demand indicates a continued upswing in the housewares business outlook."

NHMA currently is checking the industry's sales expectations for 1959, as well as performance

in 1958, by means of its business surveys conducted among both manufacturers and buying or-

## 40-and-Under Club Officers



New officers were selected recently by members of the 40-and-Under Club, which is composed of sales managers and top executives of some 30 or more member companies of the American Hardware Manufacturers Association. The group meets twice a year—at the annual Atlantic City convention and during the convention of the Southern Wholesale Hardware Association. Heading the young executives' group for the coming year is Chuck Jones, C. Hager & Sons Hinge Manufacturing Co., St. Louis, as president. Vice-presidents are Tom Andrews, Southern Screw Co., Statesville, N. C., and Sam Hough, Skill Corp., Chicago. Secretary-treasurer is "Andy" Anderson, Hardware & Housewares, Cleveland.

ganizations preparatory to each January and July National Housewares Exhibit. The results of the current survey will be made available to the industry prior to the January show.

The NHMA Winter Housewares Show Dinner will be held Wednesday, January 14, in the Grand Ballroom of the Palmer House, according to Zapfel. The 7:30 p.m. dinner will be preceded by a cocktail hour at 6:30 p.m. in the Red Lacquer Room, and the program will include a top-name floor show, followed by dancing.

The annual NHMA Membership Meeting is scheduled for 8 a.m. Tuesday, January 13, in the Crystal Room. Breakfast will be served, and special buses will be on hand to take members to Navy Pier immediately after the 9 a.m. conclusion of the meeting.

Free bus service provided by NHMA again will be available to more than 25,000 buyers, manufacturers and other industry representatives expected to attend the Chicago show. Offered as a supplement to the city's public transportation serving the Navy Pier area, the buses last January accommodated almost 40,000 riders. Again, the NHMA buses will leave Loop and North Side hotels at five-minute intervals during the morning rush hours, and will provide continuous return service from Navy Pier each afternoon.

Old "Prospect Pete"  
Had Roamed the Hills  
To Stake a Claim  
For High Speed Drills

He Struck it Rich;  
He owns a "Mine"  
For He has Found  
The Hanson Line

So Stake Your Claim  
In Craftsmen's Skills  
"There's GOLD," you'll say,  
"In Them Thar Drills."

**Hanson**

Self Seller  
**DRILL DISPLAY**

CONTACT YOUR JOBBER or ...  
**HENRY L. HANSON CO.**  
28 Union St.—Worcester, Mass.

50<sup>TH</sup>

GOLDEN VALUE YEAR

1958

1959

The NHMA News Conference conducted for the nation's press, radio and television representatives opening day of each Exhibit will be held just prior to show opening Monday, January 12. Members of the NHMA board of directors will be hosts at an 8 a.m. breakfast in the Crystal Room of the Palmer House, and a special bus will take the group directly to Navy Pier.

Buyer registrations are expected by Zapfel to at least equal the 11,077 who registered for the NHMA Exhibit in Chicago last January.

Advance registration cards, sent almost 11,000 buyers, merchandise managers and other top buying personnel throughout the country about November 1, make it possible for buyers to skip registration and go directly into exhibit areas upon their arrival at the show. Personal admittance badges are sent directly to each buyer's office upon receipt by NHMA of his completed registration card.

### Allied Gift & Jewelry Show Makes Date Changes

THE ALLIED GIFT & Jewelry Show to be held in Dallas, Texas at the Hotel Adolphus will open for the spring show on Saturday noon February 21 instead of the Sunday opening as in the past. The change was made due to the heavy influx of buyers arriving in Dallas Saturday from out of the city who wish to complete their buying over the week-end period, the announcement stated. The show will close on Wednesday night at 6:00 p.m. instead of Thursday night as in the past.

The show will be held only at the Hotel Adolphus, and the coming spring show will be the 37th semi-annual event in Dallas.

### P. & F. Corbin Appoints Assistant Sales Manager

THE APPOINTMENT of Clarence H. King, Jr. to the newly created position of assistant sales manager of the P. & F. Corbin Division of The American Hardware Corp. is announced by L. Curtis Booth, vice-president of The American Hardware Corp. in charge of P. & F. Corbin sales.

### No. 201EH AMEROCK DISPLAY—9 1/8" x 10 3/4"

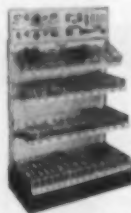
Shows beautiful new Contemporary pull by Amerock in six stunning finishes: Satin Copper, Satin Bronze, Ebony Black, Satin Chromium, Polished Chromium, and Polished Brass. With wire easel for stand-up mounting and hole for hang-up.

Extra hardware for resale packed with each display returns \$12.70 to dealer on an \$8.40 investment—over 50% markup. In addition dealer receives colorful display showing six pulls with retail value of \$2.44.

Simply order Amerock Display No. 201EH—list price \$14.00.

### HERE'S WHAT DEALER GETS:

	Retail Value
10 No. A-444-41 Satin Copper pulls.....	\$ 3.90
10 No. A-444-26 Polished Chromium pulls.....	3.90
10 No. A-444-3 Polished Brass pulls.....	4.90
DEALER SELLS extra hardware for.....	\$12.70
HE ALSO GETS one No. 201EH Display (value \$2.44)	
DEALER COST.....	\$ 8.40
Shipping weight complete, 5 lb.	



### SPARK IMPULSE SALES WITH SINGLE OR DOUBLE MERCHANDISERS

Make compact cabinet hardware department on limited floor space. Combine easily with Twin-size or Revolving Displays for added impact. Use against wall, at counter-ends, or as island displays.



See your Amerock wholesaler for full details or print your name and address below and mail to:

DEPT. SHD12 AMEROCK CORPORATION, ROCKFORD, ILLINOIS

Fill in below NAME COMPANY ADDRESS CITY & STATE





More than 125 manufacturers' representatives had colorful and well arranged displays at the annual Merchandise Show sponsored by the Walter H. Allen Co.

## Walter H. Allen Co. Holds Annual Merchandise Show

THE ANNUAL stockholders meeting and Merchandise Show of the Walter H. Allen Co. was held in the Baker Hotel, Dallas, Texas, September 8 and 9.

President Walter H. Allen reported that even in the face of the so-called recession, sales for the year had increased 27 percent over the previous year and reached five million dollars for the first time, while net profits increased 31 percent.

### Open House

Open house was held at the company's plant Monday evening for the stockholder-dealers to inspect the new 40,000 square foot warehouse space that was completed in the spring and opened for operation, giving the company 130,000 square feet of floor space, all on one floor.

More than 125 manufacturers' representatives had colorful and well arranged displays showing many lines of new merchandise. The company reported brisk buying among visiting retailers.

Dr. Arthur A. Smith, vice-president and economist of the First National Bank in Dallas, was speaker for a luncheon meeting. He gave an enlightening report on the nationwide recession earlier in the year and the

marked upturn in economic events during the past few months.

J. W. Burk, vice-president and sales manager, announced the addition to his field force of H. A. Hackney who, for many years, had represented Hibbard, Spencer, Bartlett Co. in the Texas territory.

## Ideal Offers New Dallas Warehouse Service

A NEW DALLAS, Texas warehouse service for benefit of customers in the western and southwestern United States is announced by Ideal Fishing Float Co., Inc., Richmond, Va. The service was to become effective November 1.

## CONVENTION DATES

**Alabama**, convention and exhibit, Feb. 16-17, Battle House and Admiral Semmes Hotels, Mobile. Secretary, Charles Giles, 407 N. 23rd St., Birmingham.

**Arkansas**, convention and exhibit, Feb. 15-16, Robinson Auditorium, Little Rock. Marion Hotel headquarters. Executive Secretary, Tom R. Pinckney, 402 Rector Bldg., Little Rock.

**Carolinas**, convention and exhibit, Feb. 24-26, Radio Center, Charlotte, N. C. Hotel Charlotte headquarters. Secretary, Martin F. Kaelke, P. O. Box 6215, Charlotte 7, N. C.

**Florida-Georgia**, convention and exhibit, Mar. 22-24, Robert Meyer Hotel, Jacksonville, Fla. Executive Manager, W. W. Howell, P. O. Drawer 1000, Waycross, Ga.

**Missouri**, convention and exhibit, Jan. 27-29, Chase Hotel, St. Louis. Executive Secretary, Fred Boemer, 2311 Hampton Ave., St. Louis 10.

**Oklahoma**, convention and exhibit, Feb. 22-24, State Fair Grounds, Oklahoma City. Oklahoma Biltmore Hotel headquarters. Executive Vice-President, William B. Ruxlow, Association Bldg., 607 N. Dewey Ave., Oklahoma City.

**Tennessee**, convention and exhibit, Feb. 8-9, Fair Grounds Coliseum,

Nashville. Secretary, Charles G. Brown, P. O. Box 784, Nashville.

**Kentucky**, convention and exhibit, Feb. 15-17, Kentucky Hotel, Louisville. Secretary, Edward H. Kelley, 501 Republic Bldg., Louisville 2.

**Louisiana**, convention and exhibit Jan. 18-19, Capitol House, Baton Rouge. Secretary, David O. Mansfield, Box 1696, Jackson, Miss.

**Mississippi**, convention and exhibit Feb. 22-23, Heidelberg Hotel, Jackson. Secretary, David O. Mansfield, P. O. Box 1696, Jackson.

**Texas**, convention and exhibit, Jan. 11-13, Memorial Auditorium, Dallas. Statler Hilton Hotel headquarters. Executive Director, R. M. Souder, 1108 Gibraltar Life Bldg., Dallas 1.

**Tri-State**, convention and exhibit, Feb. 8-10, Herring Hotel, Amarillo, Tex. Secretary-Manager, R. B. Allen, 1408 Fourth Ave., Canyon, Tex.

**Virginia**, convention and exhibit, Feb. 8-10, Hotel Roanoke, Roanoke. Secretary, George T. Omohundro, Jr., Scottsville.

**West Virginia**, convention and exhibit Feb. 22-24, Daniel Boone Hotel, Charleston. Managing Director, James C. Fielding, 1628 McClung St., Charleston 1.



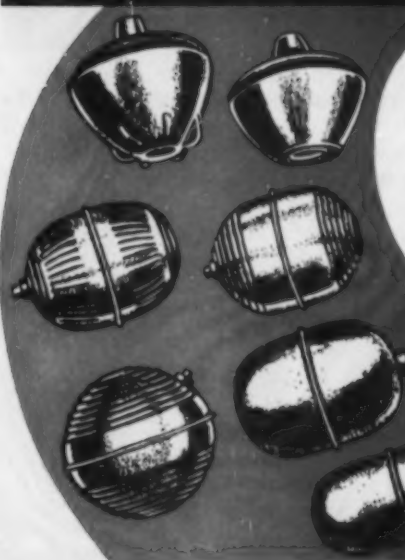


Now for those who  
prefer them in

# PLASTIC!



the famous  
**REICHERT Tank Floats**



There's a new addition to the big family of Reichert solderless copper floats and rubber tank balls and it's a tough baby... has been repeatedly dropped more than 30 feet onto hard surfaces just to prove its ability to take it. A long life is obvious... Takes to any water regardless of chemical content. Guaranteed not to leak.

Vital statistics: 4" x 5". Packed 12 to the carton and 6 cartons to a master shipping carton. Also bulk packed 100 to a carton.

Almost a score of manufacturers already have filed applications for its adoption as O.E.M.

We'd like you to see our high impact, polystyrene float. Just Send Coupon Below.

The  
**Reichert**

**FLOAT & MFG. CO.**

2250 Smead Avenue • Toledo 6, Ohio

Send literature and free sample of Reichert plastic float to our firm.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

STREET \_\_\_\_\_

CITY & STATE \_\_\_\_\_

# DIXISTEEL Nails Now Come In Modern 50 lb Caddys



Hundred-pound nail containers have gone the way of old-fashioned kegs! We're no longer packing nails that way. Now every type, size, and finish of top-quality DIXISTEEL Nails come only in the handy 50-pound Nail Caddy. It is strong, durable, and weather-proof. It is far more convenient and easier to handle — both for you and your customers.

## ORDER **DIXISTEEL** NAILS FOR EVERY NEED

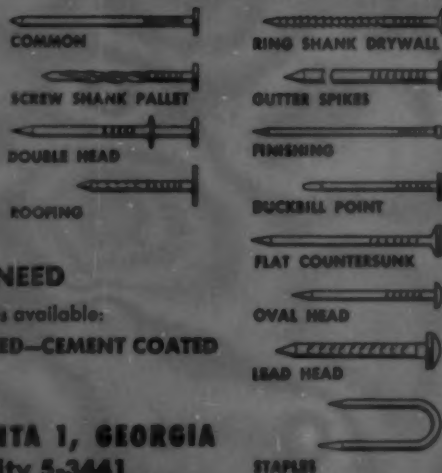
Here are a few of the many types available:

**BRIGHT—GALVANIZED—BLUED—CEMENT COATED**



Made Only by

**ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA**  
P. O. Box 1714      TRInity 5-3441



Southern  
**HARDWARE**

DECEMBER, 1958

Customers "see" tools for first time as stock is moved from crowded areas onto open fixtures



By Ruel McDaniel

# Revamped Displays

*doubled this dealer's tool sales*

NEW DISPLAY fixtures and a resultant re-arrangement of merchandise doubled tool volume in two years for Arnold Hardware & Plumbing, Edna, Texas, according to J. H. Arnold, owner.

Soon after Arnold revamped the tool department, a regular customer entered the store for the first time after the re-arrange-

ment. "Say," he enthused, "you've really laid in a tool stock since I was here last. Let me see now . . ." And he proceeded to walk along the 35-foot wall display and select several small hand tools he needed. "Sure glad to see it."

He was amazed and then puzzled when Arnold told him the

store had carried as much tool stock previously as now. "We've just put the stuff out where a fellow can see it," he said.

Under the former arrangement, the store displayed tools in two large tool "bars" and showed some on the face of the drawers and cabinets where they were

(Continued on page 104)



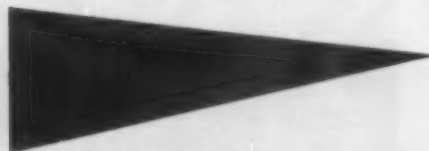
J. H. Arnold, owner, Arnold Hardware & Plumbing, Edna, Texas, is shown with a customer in the tool department. The 35-foot wall display is visible in the background. After the re-arrangement, the store displayed tools in two large tool "bars" and showed some on the face of the drawers and cabinets where they were.



# To Help YOU SELL

- Sales and promotional help is one of the most continuous and compelling needs of the average independent hardware retailer. Few dealers, however, have the time or money or creative ability necessary to devise merchandising and promotional ideas of maximum effectiveness for each department or each line of products. Yet, more effective retail selling has never been more essential if dealers are to compete with other outlets selling hardware products.
- Fortunately, effective help is right at hand. Manufacturers make available to dealers hundreds of sales aids that are carefully designed and tested in the market place. The sizable list of those available deserve careful examination to determine which do suit a dealer's needs.
- To help dealers in their sales planning, SOUTHERN HARDWARE again presents on following pages a detailed directory of many of the aids which will be available to dealers in 1959. Dealers made good use of the 1958 directory, sending in more than 2,000 requests for more information on the various items pictured and described. Many wholesalers commented on the usefulness of the directory, requesting extra copies for buyers and salesmen.
- Once again the directory is so designed that dealers will want to keep it near at hand throughout the year as a convenient reference. A return post card on page 117 may be used to request more information on the merchandising aids listed in this directory.

## in 1959





# THE SOUTHERN HARDWARE DIRECTORY

OF

POINT OF

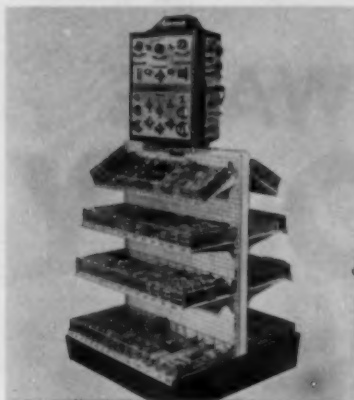
PURCHASE DISPLAY

## INDEX

Builders Hardware, Wire Products, Fasteners .....	24
Lawn and Garden Tools, Equipment, Supplies .....	31
Housewares and Cleaning Supplies .....	37
Sporting Goods, Wheel Goods, and Toys ....	45
Power Tools and Saws .....	54
Hand Tools and Accessories .....	56
Paint and Accessories .....	62
Building Supplies .....	66
Electrical Supplies .....	67
Pumps and Plumbing Supplies .....	69
Chain and Rope .....	71
Miscellaneous .....	75

a preview

FOR HARDWARE DEALERS AND  
WHOLESALEERS OF 1959 SALES AIDS

**Cabinet Hardware Unit**

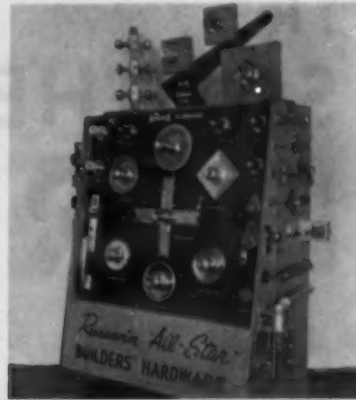
WITH THIS new cabinet hardware showcase, retailers are given eight flexible levels of open display. It offers 24' of shelf space in 3' x 3½' of floor space, exhibiting up to 110 different Amerock items. Other displays may be mounted on the top. The shelves feature continuous price moldings, precut glass bins, and bright yellow pegboard backs. Composition kick plates protect speckled black base. Also available are one-sided units. Amerock Corp., Rockford, Ill.

Write in No. 1 on card, Pg. 117

**Padlock Salesman Case**

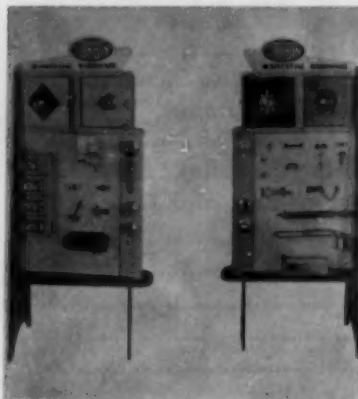
NINE of Slaymaker's most popular locks are displayed in this new case for wholesaler salesmen. All locks are packaged in new transparent See-Packs. It is claimed that sales have jumped where new Slaymaker kit has been used. One reason given for this is the "feel-appeal" of the kit in addition to its eye-appeal. Descriptive and colorful sales copy is on a panel on the under side of the lid, which is seen when case is in use. Slaymaker Lock Co., Lancaster, Pa.

Write in No. 2 on card, Pg. 117

**Mounted Door Hardware**

PROMOTING SALES to home builders, job shop carpenters, and do-it-yourself craftsmen, this 6' high rolling display presents over 50 hardware samples for customer examination. On its 36" x 20" panels are wood, ceramic, and metal knobs, unusual escutcheons, and other residential hardware for almost every need. Four display shelves are in the back. Unit is available to all dealers at low cost. Russell & Erwin Division, American Hardware Corp., New Britain, Conn.

Write in No. 3 on card, Pg. 117

**Builders Hardware Items**

A NUMBER of features have been developed after extensive research into a program to meet the problems of handling door hardware in a limited amount of space. Self-standing, two-sided displays are provided, exhibiting all door hardware necessary to meet 80 percent of the dealer's builders hardware requirements. Dealers may choose for display those locksets and trim items which prove to be the most popular in their locality. P & F Corbin, New Britain, Conn.

Write in No. 4 on card, Pg. 117

**Carded Lock and Key**

ENABLING customers to examine both lock and keys, this all-purpose, reinforced card displays the padlock on a metal bracket. The display card can be used on pegboards, in bins, hung from merchandiser or wall bracket, or placed upright by itself as a compact counter display. The 3½" x 4" card is printed in red, black, and white, and has a space provided for insertion of the 50-cent retail price. The #22D is packed six to a carton. Master Lock Co., Milwaukee 45, Wis.

Write in No. 5 on card, Pg. 117

**Lockset Salesmaker**

EFFECTIVE background for three individual demonstrators is provided by this counter salesmaker. It is designed to show locksets for entrance, bathroom, and passages. Illustrations of these uses are a prominent feature of the unit. The sturdy cardboard display is easy to assemble. Printed in red, black, and yellow, the 23½" x 21" x 13" display is free. Locksets and demonstrators are not included. Medalist Hardware Division, National Lock Co., Rockford, Ill.

Write in No. 6 on card, Pg. 117

## Household Hooks



CHROMIUM-PLATED HOOKS, chosen because they represent the most popular kinds in household use today, are arranged on this Safe display. The deep blue carton contains five hooks worth \$1.40. The set is free; the only charge is for replacement hooks inside the display, which contains one or two dozen of each kind, depending on the style of hook. Each hook is individually packaged with screws in a polyethylene bag. Safe Padlock & Hardware Co., Lancaster, Pa.

Write in No. 7 on card, Pg. 117

## Cabinet Hardware Shelves



CABINET HARDWARE is displayed in a flexible, easy-to-shop manner with this merchandiser again offered to dealers. It provides the dealer with 12' of shelf area in 3' x 1 3/4' of floor space, and efficiently exhibits up to 55 different Amerock items. Among the construction features are continuous price molding on each shelf, precut glass bins, and bright yellow pegboard backs. A composition kick plate protects the speckled black base. Amerock Corp., Rockford, Ill.

Write in No. 8 on card, Pg. 117

## Ceramic Door Knockers



CERAMIC door knockers are being "bubble-packed" individually on a gray self-display card. A template, to aid in the installation of the knocker, is printed on the back of the sturdy cardboard display card. The "bubble" packaging is of heavy acetate. The card is punched for hanging, and contains the name and brief descriptive material in distinctive lettering. The Yale & Towne Manufacturing Co., Ceramic Department, New York, New York.

Write in No. 9 on card, Pg. 117

## Household Hardware



PACKAGED in polyethylene blisters and attached to colorful cards, Larson household hardware is now displayed on this handy display rack. Hardware for many small home repair jobs is included in this assortment. Sash hangers, inside corner braces, and gate hooks are a few of the items. The packaging is said to save selling costs. Open stock may be displayed from pegboard or counter bins. Suggested price allows a good markup. Chas O. Larson Co., Sterling, Ill.

Write in No. 10 on card, Pg. 117

## Bathroom Hardware



A REPRESENTATIVE assortment of accessories for the bathroom is offered on this flexible merchandiser, No. BM-42, which is now available. The three-color display is 35 inches high and is designed to stand on the counter or floor, hang from a wall or mount permanently to a cabinet door. Packed individually and ready to set up, it is priced to dealers at \$19.48. The Yale & Towne Manufacturing Co., Yale Lock and Hardware Division, White Plains, New York.

Write in No. 11 on card, Pg. 117

## Cabinet Lock Board



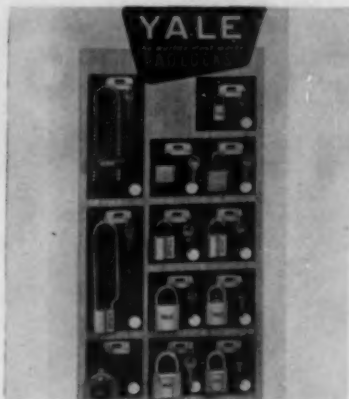
THE ELEVEN cabinet locks which the company considers most popular are displayed on the No. FM-1 board offered free with the purchase of the locks on display and one each for back-up stock. The three-color merchandiser is a constant reminder to the customer of his need for specific locks. It also suggests uses for each lock, such as chest, wardrobe, drawer, utility, etc. Dealer cost is only \$17.95 each. The Yale & Towne Manufacturing Co., White Plains, N. Y.

Write in No. 12 on card, Pg. 117

**Skeleton Key Assortment**

COMPARTMENTED shipper-display carton contains four different types of skeleton keys, which, according to their manufacturer, will fit the majority of common household locks in use today. Fitting in the space at the back of display is a stand-up sales copy panel containing price circle and illustrated compartment plan to point out the differences in the available keys, thus assisting customer selection. *Safe Padlock & Hardware Co., Lancaster, Pa.*

Write in No. 13 on card, Pg. 117

**Padlock Boards**

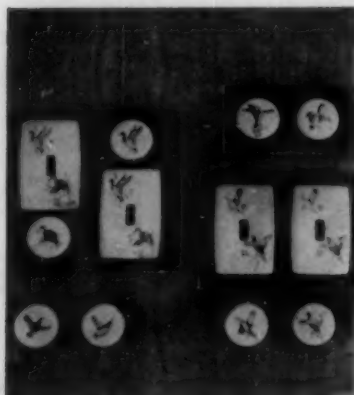
TWO NEW padlock merchandisers in three colors for counter standing, suspension from the top or hanging at the side are announced by the company. Each unit contains a popular assortment of fast moving items. The HM-9 board consists of eight numbers on the board with three each of the padlocks for back up stock at a dealer cost of \$11.70 each. The HM-10 with 12 numbers, shown, is priced at \$14.09 each. *The Yale and Towne Mfg. Co., White Plains, N. Y.*

Write in No. 14 on card, Pg. 117

**Door Hardware Stand**

UTILIZING this new display stand now available, dealers can set up a modern, attractive arrangement of Dexter locks. Three solid steel, rubber-tipped legs provide stability and long-term service. Painted in goldenrod and black, the sign is three-sided, making it fully visible from any position in the store. In the sign is a literature storage compartment. Speckled gray and white 1/2" thick shelves hold as many as 15 lock displays. *Dexter Industries, Inc., Grand Rapids, Mich.*

Write in No. 15 on card, Pg. 117

**Gift Knobs, Switchplates**

"GAME BIRD" ceramic knobs and switchplates are being offered packed in a sturdy combination self-display and gift box. The charcoal gray background of the display box is designed to show the white porcelain knobs and switchplates to best advantage. Boxes may contain knobs alone, switchplates alone, or combination sets. The packaging is said to increase impulse sales, particularly as gift items. *The Yale & Towne Manufacturing Co., Ceramic Department, New York, N. Y.*

Write in No. 16 on card, Pg. 117

**Panel for Door Hardware**

CORRELATED and contrasting knobs, pulls, and backplates for cabinets and doors are displayed on this wood display panel. The panel is offered free to dealers upon selection and purchase of stock with a retail value of \$65. Included with the Futura panel is \$4.86 worth of merchandise. The panel may be used as a wall display or, since it is equipped with a sturdy metal brace, as a counter top easel. It measures 12" x 16". *Penn-Akron Corp., Woodside 77, N. Y.*

Write in No. 17 on card, Pg. 117

**Padlock Sales Panel**

FEATURING 14 of the best selling series in Master padlocks, this 11 1/4" x 23 3/4" panel is free to hardware dealers upon the order of two each of the 14 padlocks. The laminated wood salesmaker is finished in blue enamel, which sets off the bright brass Master nameplate. Colorful price tickets and new plated padlock hangers of special design to prevent pilfering are additional features. The panel is designated the #100 Salesmaker. *Master Lock Co., Milwaukee 45, Wis.*

Write in No. 18 on card, Pg. 117



### Paneled Cabinet Pulls



NEWLY ADDED to the Amerock line, these contemporary cabinet pulls are shown on a grained wood display panel. Six series of the twisted center design hardware are displayed prepriced for retail sale at 39 and 49 cents. Solid die-cast metal, 4 1/4" overall with 3 1/4" centers, they are designed to harmonize with modern or traditional interiors. To add decorative touches, they can be used on furniture in several ways. Amerock Corp., Rockford, Ill.

Write in No. 19 on card, Pg. 117

### Ceramic Hardware



A CERAMIC drawer pull merchandiser, now available, is constructed of masonite and is easel-backed. It has brightly colored squares on which the pulls are mounted against the wood-grain background. Mounted are 12 drawer pulls, in contemporary and traditional styles, which recently have been added to the company's ceramic line, as well as eight varied designs, previously included in the line. The Yale & Towne Mfg. Co., Ceramic Dept., New York, N. Y.

Write in No. 20 on card, Pg. 117

### Steel Screw Container



PACKAGED neatly in these rugged, compartmentalized steel containers are corrosion resistant wood and machine screws, both slotted and Phillips head. There are 12 different Marine Kompact kits containing a complete variety of polished chrome-solid brass fasteners. All kits take a minimum of counter space. Complete individual assortments and refills available from stock. Pittsburgh Screw & Bolt Corp., Southington, Conn.

Write in No. 21 on card, Pg. 117

### Anchor Merchandiser



A 4-COLOR merchandiser for Wing Ding wall screw anchors is offered free with the purchase of an assortment of Wing Ding anchors. Three sizes—4-SS, 4-SL, 5-SL—packaged in individual, clear plastic blister packs, are displayed on hooks projecting in a vertical row from left side of card. Hints on product use are illustrated on right hand side. Designated the 7900-B, display is 23 1/2" high x 9" wide. Diamond Expansion Bolt Co., Garwood, N. J.

Write in No. 22 on card, Pg. 117

### New Nail Packaging



COLORFUL new packages characterize the Stormguard nails and other specialty nails of the W. H. Maze Co. Stormguard cartons now have red over-printing against a yellow background, and are available in five-pound cartons, packed ten to a shipping case, and in 50-pound bulk cartons. Identifying the specialty nails is the blue overprinting on yellow. These come in one-pound, five-pound, ten-pound, and 50-pound bulk cartons. W. H. Maze Co., Peru, Ill.

Write in No. 23 on card, Pg. 117

### Boxed Nails Promoter



HARDWARE DEALERS are reminded of the economy of selling boxed nails instead of bagged nails from bulk stock by this display from Sterling. A knocked down one-pound nail box has three shiny, new pennies affixed to it. The box's message reminds customer and dealer that the pennies represent the three cents lost by sales of bagged nails. Thus, the company asserts, customer and dealer benefit from sales of boxed nails. Northwestern Steel & Wire Co., Sterling, Ill.

Write in No. 24 on card, Pg. 117

## Nail Mobile



CUSTOMERS are directed to the packaged nail department by the arrow on this point of sale promotional mobile. It is designed so that it can be used on counter tops, against the wall, or hung from the ceiling. Boxes showing the three sizes of Sterling packaged nails are attached to the display. Intended simply as a direction sign, mobile has no sales copy to distract the customer's attention from the nail department itself. Northwestern Steel & Wire Co., Sterling, Ill.

Write in No. 25 on card, Pg. 117

## Revolving Nail Bin



IN THIS BIN requiring only 20 square feet of floor space, 7,000 pounds of nails can be stored, displayed, and sold. Customers can easily view and serve themselves from a dealer's entire stock of nails. Model #500-A has 50 permanent compartments, and is 58" in diameter and 66" high. Each tray rotates independently on ball bearings. The Revolve display is bonderized and finished with green baked-on enamel. Frick Gallagher Mfg. Co., Wellston, Ohio.

Write in No. 26 on card, Pg. 117

## Packaged Nails



THIS STURDY self-service merchandiser for packaged nails is packed in one carton with order of 60 packages—five each of the following: 6d, 8d, and 16d common nails; 4d, 6d, 8d, 10d, and 16d box nails; 4d, 6d, 8d, and 10d finishing nails. Total shipping weight is 40 pounds. Display is 17" wide x 12" deep x 16" high. Nails are parallel packed to save space. The small stock is said to assure the dealer fast turnover at maximum profit. Atlas Tack Corp., Fairhaven, Mass.

Write in No. 27 on card, Pg. 117

## Nail and Tack Rack



NOW AVAILABLE from W. W. Cross is an attractive "silent salesman" in the form of a display rack for their 1/4-pound packages of cross tacks, wire nails and brads. Five dozen 1/4-pound packages are held by this wire rack. Versatile, the rack can be hung on pegboard or stood as an easel. It is easy to load and to keep stocked. Selection is no problem for customers. It is free and additional racks may be obtained. W. W. Cross & Co., Jaffrey, N. H.

Write in No. 28 on card, Pg. 117

## Tack and Nail Bar



THE No. A200 tack and nail self-service display holds 200 "window boxes" of the two ounce, 15¢ retail size—10 each of the 20 fastest moving items in the company's line. The attention-getting merchandiser is 12" wide x 17" deep x 19" high. Initial stock is shipped as a unit with the display; weight is 39 pounds. Dealer cost is \$18; retail value, \$30. Refills of all Atlas 1/4-pound packages are available in wraps of 10. Atlas Tack Corp., Fairhaven, Massachusetts.

Write in No. 29 on card, Pg. 117

## Packaged Aluminum Nails



TRANSPARENT polyethylene bags containing from 15 to 100 nails bid for the do-it-yourself buyer who needs a few aluminum nails for an outdoor repair job. Each bag's saddle label has price and nail type on the front and suggested uses on the back. A carton contains 150 bags, with the attractive aluminum trimmed 24" x 24" pegboard display included at no extra cost. The prepriced, packaged nails offer a high profit. Phifer Wire Products, Tuscaloosa, Ala.

Write in No. 30 on card, Pg. 117

## Nail and Brad Dispenser



"PEG-A-PAK" is the name for the new combination carton-dispenser for Atlas 1/4-pound packages of nails and brads. Each Peg-A-Pak holds 10 boxes, 10 Peg-A-Paks of each item to a shipping case, weight is 30 pounds. Each carton is a self-service dispenser with convenient built-in tabs for hanging on a peg board. When last box is sold, the dealer simply throws away the empty Peg-A-Pak and replaces it with another. Atlas Tack Corp., Fairhaven, Mass.

Write in No. 31 on card, Pg. 117

## "Hang-Up" Tack Boards



A 3-way display rack featuring thumb tack boards with "hang-up" holes was introduced recently. The display can be used anywhere, on peg board or wall, or upright on a counter. The merchandise is shipped pre-packed on the free display rack. Retailers simply open the carton and start selling. Display size is 13 1/2 x 18 1/2 x 4 1/2 inches; topped by a 2-color metal sign. Cost of the deal including free rack is \$11.40. American Tack Co., New York, N. Y.

Write in No. 32 on card, Pg. 117

## Cartoned Jack Nuts



A METAL-EDGED display carton to merchandise Molly jack nuts has been introduced by Molly Corp. The nuts are blind fasteners which grip any material up to 3/16" thick and need only 3/8" expansion space. They are designed to hold fixtures securely in hollow-core flush doors. When opened, the carton measures 5" x 4" x 6". Carton contains 150 4S, 50 6S, and 25 8S jack nuts, 10 friction wrenches, and descriptive folders. Molly Corp., Reading, Pa.

Write in No. 33 on card, Pg. 117

## Wing Nut Container



A SELF-STANDING counter box, this display holds wing nuts in popular sizes. The assortment contains 48 3/16-24; 60 1/4-20; 24 5/16-18; and 12 3/4-16 wing nuts, which feature exclusive finger grip design, rust and corrosion resistance, bright plating, and clean threads. For the wing nut assortment the suggested retail price is \$5.80. For one dozen assortments the approximate shipping weight is 21 pounds. Gries Reproducer Corp., New Rochelle, N. Y.

Write in No. 34 on card, Pg. 117

## Cap Nut Carton



COMPARTMENTED and simply designed, this display contains an assortment of widely-used cap nuts. In the carton are 72 #10-24; 90 1/4-20; 36 5/16-18; and 18 3/4-16 high quality, non-ferrous zinc alloy cap nuts. They have no tool marks or cut-off burrs, and are said to be attractive, durable, and dependable. The suggested retail price is \$9.36. A dozen assortments of the nuts have a shipping weight of approximately 21 pounds. Gries Reproducer Corp., New Rochelle, N. Y.

Write in No. 35 on card, Pg. 117

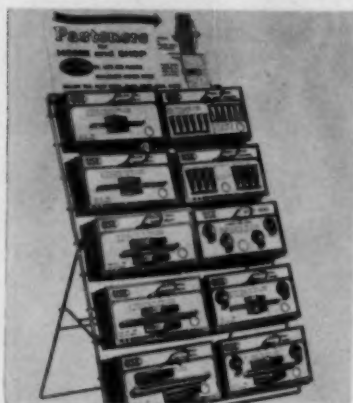
## Tack and Nail Dispenser



"HANDY DANDY" peg board merchandise dispenser holds 30 boxes of tacks, nails, and brads in the two ounce, 15c retail size. Dimensions are 7" x 11" x 2". Display is included with order for 90 packages; total shipping weight is 12 pounds. Dealer cost, \$8.10; retail value, \$13.50. As customer purchases one package, another drops into place. All Atlas 1/4-lb. "window boxes" fit this rack, and are available in wraps of 10 packages. Atlas Tack Corp., Fairhaven, Mass.

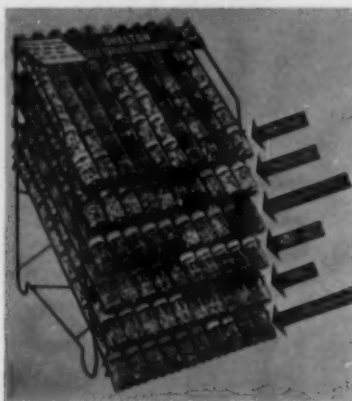
Write in No. 36 on card, Pg. 117



**Packaged Wall Fasteners**

FASTENING DEVICES in the ten most popular types are skin packed on cards to eliminate loss of pieces and handling damage. They are displayed on this wire display designed for counter or wall use. Each display is packed in a carton with a total of 50 cards. Shipping weight of the 11 $\frac{3}{4}$ " x 16 $\frac{1}{2}$ " x 6" rack is about 6 $\frac{1}{2}$  pounds. Retail value of merchandise is \$17.45. The dealer pays only \$9.70. There is no charge for the rack. U. S. Expansion Bolt Co., York, Pa.

Write in No. 37 on card, Pg. 117

**Hardware Item Feeder**

CONTAINING 440 tubes, this unusual and automatic feeder supplies customers with a complete selection of tacks, nails, brads, screws, and glazier points. When tube is removed by purchaser another slides forward to replace it. To make each item recognizable at once, transparent tubes have colored caps denoting item contained. Dispenser free with purchase of assortment of 60-dozen tubes of the items most in demand. Shelton Tack Co., Shelton, Conn.

Write in No. 38 on card, Pg. 117

**44-Item Revolving Unit**

A REVOLVING display rack, featuring upholstery nails, 3-prong furniture glides, ball casters, and thumb tack boards, was released recently. The display features 44 different items, styles and finishes; requires only 13 inches of space. Consumers like the "hang-up hole" feature because it allows items to be hung where they are always available. Cost of the deal is \$24.00, including free revolving rack; retail value, \$37.08. American Tack Co., New York, N. Y.

Write in No. 39 on card, Pg. 117

**Packaged Hose Clamps**

SURE-TITE automotive hose clamps with either collared or deep-slotted screws are being marketed in new colorful packaging. Nifty-Fifty-Paks are made up of either five 10-Paks of radiator or heater hose clamps and the Duo-Nifty-Pak is a combination of four 10-Paks of heater hose clamps, and four 10-Paks of radiator hose clamps. A complete size chart on each 10-Pak gives diameters of clamps and range of hose sizes. Wittek Manufacturing Co., Chicago 3, Ill.

Write in No. 40 on card, Pg. 117

**Compartmented Bolt Trays**

ACCOMMODATING 61 popular sizes of zinc-plated, rust-resistant machine, carriage, and lag bolts, this 41" x 64" x 15" steel display case occupies less than 4 $\frac{1}{2}$  square feet of showroom space. The steel trays are designed to stimulate turn-over of high-profit items. Its red, baked enamel finish protects the case against scratching and makes cleaning easy. Price and size labels are provided. Pittsburgh Screw & Bolt Corp., Pittsburgh, Pennsylvania.

Write in No. 41 on card, Pg. 117

**Garden Shears**

THE NEW GARDEN tool display, GT-69, is suitable for use on counter or in window. It is free with the assortment and requires less than one foot of space. The merchandiser features grass shears, pruning shears, and hedge and shrubbery shears that are the first choice of the home or professional user. The retail value of the shears is \$55.00 and the dealer's cost, \$36.74. Shipping weight is 24 $\frac{1}{2}$  pounds. J. Wiss & Sons Co., Newark 7, New Jersey.

Write in No. 42 on card, Pg. 117



## Oscillating Sprayers



PART of Sherman's 4-Pac assortment, this display aids retail sales for wave sprinklers. The entire assortment includes one model 2S-1, one model M-1, two models J-1, along with free stair-step corrugated display. On its two levels, the display shows models 2S-1 and M-1, and gives concise sales information on sprayers' advance-design three-way control. The 4-Pac assortment of sprayers has a retail value of over \$42.00. H. B. Sherman Mfg. Co., Battle Creek, Mich.

Write in No. 43 on card, Pg. 117

## Garden Tool Island



MERCHANDISING a complete assortment of the most popular standard patterns of garden and lawn tools, this 2½' x 4' island makes tools readily accessible to customers for self-service, and promotes multiple purchases of matched tools. Equipped with casters, it is portable for moving to good sales locations. It is supplied with balanced stock of four dozen long-handled and two dozen short-handle Green Thumb tools. The Union Fork & Hoe Co., Columbus, Ohio.

Write in No. 44 on card, Pg. 117

## Packaged Hose Nozzles



NOZZLES in a price range within easy reach of everyone are featured in this counter carton of 20 Allenco products. With the display comes a bonus offer of five Blade nozzles which can be sold at a clear profit. The display illustrates a testimonial by golf professional Gene Sarazan recommending the golf-green specials. Complete shipping weight is ten pounds. The assortment retails for \$30.35, and costs the dealer \$19.17. W. D. Allen Mfg. Co., Bellwood, Ill.

Write in No. 45 on card, Pg. 117

## Small Garden Tools



A COUNTER rack designed for impulse sale of small garden tools fits counter or island display and sells from all four sides. Weatherproofed tangerine and blue enameled steel, it holds 30 Tru Blu tools of 10 different patterns. The rack is available at N/C with Wood's "RA" assortment of 36 gold-and-bright-steel finished tools with Fire-Temp handles. Cost to dealer: \$19.08 delivered; retail value is \$28.-44. The Wood Shovel & Tool Co., Piqua, Ohio.

Write in No. 46 on card, Pg. 117

## Lawn Edger Demonstrator



TO DEMONSTRATE the power and the clutch action of its electric lawn edger, the Allegretti Company has installed a short handled edger in a wooden box. This counter demonstrator is available to jobbers at the same price of a #300A Rota Shear electric edger, and may be returned in exchange for a new saleable edger at any time. Fifty wood dowels are furnished with each box, and additional dowels may be ordered. Allegretti & Co., North Hollywood, Calif.

Write in No. 47 on card, Pg. 117

## Garden Tool Display



THIS sturdy, all-metal revolving display rack holds 36 Ames tools with facility. It requires a minimum of counter space, 16" wide and 23" high, and adds a quick self-service feature to the dealer's counter. Displayed are 36 Ames chrome-ferruled, Burnt-cote-handled tools to add striking beauty. Retail value of tools and display unit would total \$32.44; but total dealer cost is only \$19.08. Said to increase impulse sales. O. Ames Co., Parkersburg, W. Va.

Write in No. 48 on card, Pg. 117

## Garden Cart Carton



EXCLUSIVE, contour-shaped shipping carton conserves storage space by over a third, and also doubles as a self-selling, self-service point-of-sale display. Turned on its side, the carton shows colorful, easy-to-read sales copy on the construction and service features of the cart. Features encircled in red include its Congo graphite bearings, semi-pneumatic tires, recessed wheel design, and steel construction. Radio Steel & Mfg. Co., Chicago, Ill.

Write in No. 49 on card, Pg. 117

## Lawn Equipment



NOZZLES, connectors, couplings, and menders, as well as fan sprays and spike fan sprinklers are stocked on this heavy-gauge, white enameled wire display rack. The counter rack is free and creates impulse sales of Green Spot carded merchandise. All carded items are protected by plastic blisters. Each card has instructions and selling copy. Dealer cost for stock and 16½" x 22½" x 11½" rack is \$53.55. Its retail value is \$89.25. Seoville Mfg. Co., Waterbury 20, Conn.

Write in No. 50 on card, Pg. 117

## Grass Stop Carton



DISPLAYED in this corrugated carton is Swan Rubber's new product, a Grass Stop, which eliminates trimming and weeding along walks, patios, formal gardens, and flower beds. All plastic, it is available in 4", 6", and 8" widths in 24' and 40' coils. Each coil has a wrap-around display band which features a handle to make it a carry-home package. Grass Stops come four to a container complete with a brightly colored display sign. Swan Rubber Co., Bucyrus, Ohio.

Write in No. 51 on card, Pg. 117

## Garden Hose Supplies



EVERYTHING needed for a compact hose accessory department is available on this counter display rack. Made of heavy-duty, gold-tone wire, the Vu-Pac-Rac is only 15" x 34" x 15", and holds 123 items worth more than \$76.00 at retail. A few of the conveniently carded and size-marked items included are menders for plastic and rubber hoses, hose coupler, detachable spray, and hose nozzle. The rack comes assembled. H. B. Sherman Mfg. Co., Battle Creek, Mich.

Write in No. 52 on card, Pg. 117

## Garden Tool Group



THIS permanent, tubular steel and heavy wire stand, the #GM66 by True Temper, is offered to dealers stocked with 66 basic long-handled garden tools. It makes a well-stocked tool center in nine square feet. The rack rolls on large casters, and has a 100-tool capacity. True Temper shears and small hand tool merchandisers can be hung from either end of the ivory and copper stand. Included in the selection are 17 types. True Temper Corp., Cleveland 15, Ohio.

Write in No. 53 on card, Pg. 117

## Small Garden Tools



AVAILABLE now to retailers, this small garden tool rack merchandises a matched set of lawn and garden hand tools, all at the same 79 cent retail price. The rack holds 18 tools, spaced for self-service selection, in an area only 19" x 11". All-steel and finished in bright enamel, rack is rigidly constructed and is said to last eight to ten years. Dealers may obtain rack separately or with balanced stock of 3 doz. tools in 10 patterns. Union Fork & Hoe Co., Columbus, Ohio.

Write in No. 54 on card, Pg. 117

## Garden Tool Salesman



HERE'S a garden tool merchandiser of heavy gauge wire construction which folds compactly when not in use. A rust-resistant baked enamel finish provides attention-getting color. Merchandiser holds five dozen tools in five square feet, and is ideal for use against walls, counters, back-to-back, and side-by-side. It is a completely self-service unit which sets up easily and quickly. In use it is 40" x 20", folded, 40" x 10". O. Ames Co., Parkersburg, W. Va.

Write in No. 55 on card, Pg. 117

## Lawn Supplies Cart



EASY ACCESS to merchandise from all sides is offered to customers by this convenient, self-service floor display. Gaily colored, it has roomy shelves and trays for displaying the top sellers in the Allenco line of sprinklers, nozzles, and lawn watering accessories. Complete with window streamers and other sales aids, the cart is drop-shipped to dealers, prepaid, with each order of the #7070 assortment, which costs \$66.20 and retails for \$99.30. W. D. Allen Mfg. Co., Bellwood, Ill.

Write in No. 56 on card, Pg. 117

## Garden Sprayer Display



INDIVIDUALLY boxed and packed six to a carton, the model 484 Hosemaster is a liquid fertilizer-insecticide sprayer. The copy on the four-color display is directed to home gardeners, livestock and poultry raisers, exterminators, and nurserymen. The polyethylene pint container fits into the die-cut well in base of the counter unit. The base measures only 9" x 3"; the back panel stands 9" high. Shipping weight for each carton of six is 11 lbs. Gilmour Mfg. Co., Somerset, Pa.

Write in No. 57 on card, Pg. 117

## Mobile Garden Cart



PRACTICALLY an entire garden tool department is contained in this garden cart unit. Available now in two models, the cart permits dealers to choose unit most appropriate for the size and variety of his business. By choosing either model, the dealer takes advantage of the company's "correct basic stock selection"—tools which have been shown to bring maximum turnover and greater profit. General Metals Corp., Village Blacksmith Division, Watertown, Wis.

Write in No. 58 on card, Pg. 117

## Bell Assortment Display



CONTAINING 28 bells, the No. 12C "Bells That Sell" display is in the form of a colorful display-self shipper. The shipping box opens into a platform display box with space underneath for back up stock. Included in the collection are brass hand and tea bells, cow bells, call bells, patio bells, school bells, steel tea bells, and bells for calling the kids. The cost to the dealer is \$11.95. The retail value is \$19.78. Bevin Bros. Mfg. Co., East Hampton, Conn.

Write in No. 59 on card, Pg. 117

## Yard and Garden Display



TO DISPLAY effectively any combination of the B&D Yard 'n' Garden line of quality electric tools, the company has available an attractive display stand. Called the Hedge & Wall Display Stand, it is in full color and carries models of hedge and grass trimmers placed by a replica of a hedge, wall, and grass. A sign swings from a post along the wall and carries the company name and line. Cat. No. is U-3000. The Black & Decker Manufacturing Co., Towson 4, Md.

Write in No. 60 on card, Pg. 117



## Tool Merchandiser



A STURDY roll-about rack on rubber wheel casters which is 39" x 36½" and which holds up to 60 lawn, garden, and floral tools is announced. Sells from all four sides, has a shelf strip for prices on long sides, and has a weatherproof all chrome finish. The rack is available at N/C with Wood's 115PR assortment of 114 popular tools, popularly priced. Cost to dealer is \$199.10 delivered, zone 1. Retail: \$290.34. The Wood Shovel & Tool Co., Piqua, Ohio.

Write in No. 61 on card, Pg. 117

## Hose Accessory Rack



GARDEN ACCESSORIES packaged in transparent display cards are featured on this revolving display rack. It allows display of the entire selection. Rack dimensions are 12" x 48", and its shipping weight is 26 pounds. The entire Melnor line of nozzles, menders, Y-connectors, couplings, and hand sprays is included in the assortment. A profit of \$22.08 is enjoyed by the dealer from the merchandise on this rack, order #158. Melnor Industries, Inc., Brooklyn 36, N. Y.

Write in No. 62 on card, Pg. 117

## Garden Utensil Fan



A MODERN "spot" display is provided for 14 matched Green Thumb lawn and garden tools by this fan-type display for aisle, window, or outdoor location. It needs only five square feet of space. The unique fan design spreads tool heads and staggers them for best visual impression and easy removal. Caster mounted, of all-steel construction and finished in all-weather enamel, price to dealers is \$9. Union Fork & Hoe Co., Columbus, Ohio.

Write in No. 63 on card, Pg. 117

## Hose Nozzle Pack



THIS DIE-CUT box transforms into a yellow, black, green, and white counter display for six Hosemaster pistol-grip hose nozzles. The base of the display is 7½" x 7¼"; with the back panel, it is 11¼" high. This is standard packaging for both model 480 Hosemaster and new model 500 with threaded end for attaching car and window wash brushes, garden sprinkler and sprayers. Four merchandisers are packed to a carton. Gilmour Mfg. Co., Somerset, Pa.

Write in No. 64 on card, Pg. 117

## Power Lawn Mower Unit



EIGHTEEN Durkee-Atwood replacement belts for power lawn mowers are included in this compact LM18 V-belt assortment contained in a striking counter merchandise display carton. Only a small counter area is taken up by the assortment, which comes in self-contained shipping carton ready to set up. Complete application data is listed on back of display, and belt numbers are printed on display for reordering. Durkee-Atwood Co., Minneapolis 13, Minn.

Write in No. 65 on card, Pg. 117

## Sweeper Demonstrator



ENABLING dealers to demonstrate the Lambert lawnsweeper in a minimum of floor space, the Slim Jim cutaway model has plastic sections over the chassis to permit clerk to direct customer's attention to specific features of brush design. Lightweight and compact, the unit may easily be taken home for trial use by prospect. Dealers buy this demonstrator at regular price of one lawnsweeper but may exchange it any time for a regular sweeper. Lambert, Inc., Ansonia, Ohio.

Write in No. 66 on card, Pg. 117



**Sprinkler Display Panel**

SHERMAN sprinkler sales are helped by this display designed so that all necessary information about the product can be seen at a glance. The display copy explains the ease of adjusting the sprinkler for square or circle sprinkling. On a raised corrugated platform is a sample of the Square'n Circle. The 22" x 18" x 15" display is free with the order of a three sprinkler assortment having a \$41.00 retail value. H. B. Sherman Mfg. Co., Battle Creek, Mich.

Write in No. 67 on card, Pg. 117

**Garden Hose**

OF TUBULAR ALUMINUM and polished hardwood construction, and equipped with heavy duty casters, this garden hose display stand can stock over 1500' of hose. Adaptable for display of other products during off seasons, its dimensions are 5' x 4 1/4' x 2'. With the stand are included two color charts with attached hose samples. It is shipped freight prepaid with four 50' lengths of Gates Estate hose at a cost to the dealer of \$52.80. The Gates Rubber Co., Denver 17, Colo.

Write in No. 68 on card, Pg. 117

**Sprayer-Duster Selector**

AN ELECTRIC Selector is available without extra cost with the company's No. 58 Sprayer and Duster Starter Assortment. To operate, a plug at the end of a wire is inserted in a hole alongside of the job to be done. When contact is made, a light flashes, indicating the product recommended. Fourteen types of equipment are shown on the board. Selector has heavy wood frame, is printed in three colors. H. D. Manufacturing Co., Chicago, Ill.

Write in No. 69 on card, Pg. 117

**Lawn and Garden Aids**

THIS FLOOR RACK can serve as the center of a small but well-stocked garden department. The dealer, upon purchasing the rack for \$20.00, receives one dozen H-360 Green Spot heavy-duty nozzles with a retail value of \$21.60 plus 250 envelope stuffers. Made of heavy-gauge wire with a baked green enamel finish, the display rack takes up only 3 1/4 square feet of floor space. It has special hooks on sides for hose display. Scovill Mfg. Co., Waterbury 20, Conn.

Write in No. 70 on card, Pg. 117

**Nozzle Assortment**

CLEVER CARTOON on display panel serves to stimulate impulse sales of Sherman nozzles. Spur-of-the-moment buyers will find four series of nozzles available in the counter carton. There are five each of the #155 Gold Label, #161 Diamond, and the #165 Jet nozzles, along with six Lever Lock nozzles, one of which is free. The entire assortment has a retail value of over \$29. The display is 12" x 8" x 12". H. B. Sherman Mfg. Co., Battle Creek, Mich.

Write in No. 71 on card, Pg. 117

**Utility Gloves**

GARDEN and household utility gloves for women are prepacked in this counter display unit for Riegel Lady-fingers. A dozen pairs of gloves in assorted patterns and colors are contained in this box. The makeup of the display has been geared to appeal to feminine tastes. Soft colors on carton complement the colors of the gloves on display. Strong but brief copy features selling points and national advertising program. Riegel Textile Corp., Conover, N. C.

Write in No. 72 on card, Pg. 117

### Sprayer Sales-Maker



A SALES-MAKER counter display featuring newly designed and lithographed Hudson Nebu-Lizors is available. The compact, colorful stand displays one each of the three Nebu-Lizors—8, 14, and 27 oz. sizes. The display, together with a window banner and merchandising suggestions, is supplied free of extra cost with the purchase of two dozen 8 oz. Nebu-Lizors and one dozen each of the 14 and 27 oz. Nebu-Lizors. H. D. Hudson Manufacturing Co., Chicago, Ill.

Write in No. 73 on card, Pg. 117

### Hose "Spot" Display



OVER 500' of garden hose can be stocked on this lightweight display. It is constructed with plywood panels, chrome-plated tubular steel supports, and heavy-duty casters. An excellent "spot" display, it is adaptable for other products during off seasons. The colorful bolt-on sign aids the dealer by selling customers "up" to bigger size hose. It is shipped freight prepaid with two 50' lengths of Gates Estate hose for only \$21.90. The Gates Rubber Co., Denver 17, Colo.

Write in No. 74 on card, Pg. 117

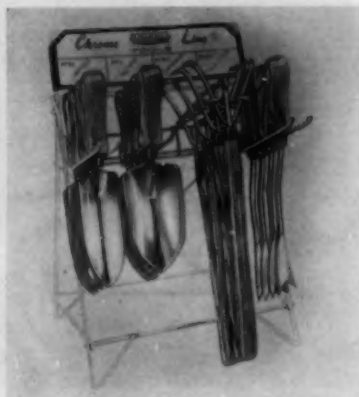
### Ames Tool Stand



FIVE dozen tools are easily accommodated on this eye-catching Ames tool merchandiser, defined as a "proven profit-maker" for myriad dealers last season. On jumbo 3" casters, the unit requires only seven square feet, yet it is said to be big enough so that customers can not overlook it during busy store hours. A self-service panel clearly identifies each tool, shows stock numbers and provides area for pricing. O. Ames Co., Parkersburg, W. Va.

Write in No. 75 on card, Pg. 117

### Hand Tool Rack



DESIGNED for use on counter-top or on pegboard, this versatile display is being offered free of charge to dealers of Ames' Chrome Line tools. The assortment consists of six each of the four most popular hand tools. The tools are distinguished by their distinctive burntcoat handles and high-luster, chrome-plated heads. The self-service panel identifies each tool and its individual catalog number. The tools retail at 99 cents each. O. Ames Co., Parkersburg, W. Va.

Write in No. 76 on card, Pg. 117

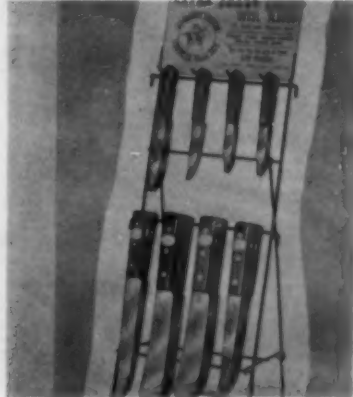
### Stanley Spanish Corks



EIGHT fine-quality Spanish corks, all individually priced, in sizes for pint, quart, and two-quart stainless steel lined, unbreakable Stanley vacuum bottles are displayed on this attractively designed card display. Printed in two colors, the panel measures 10 1/4" x 13 1/2". Cost to dealers for the #ST2209 Stanley display is \$1.75. The retail value of the eight cork set is \$2.50. Stanley Insulating Division, Landers, Frary & Clark, New Britain, Conn.

Write in No. 77 on card, Pg. 117

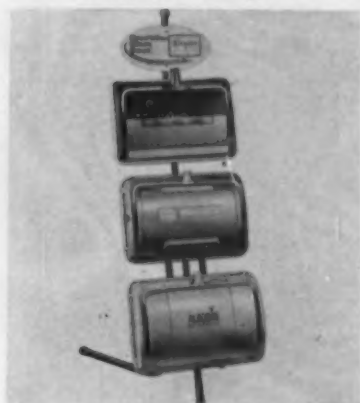
### Hammer Forged Cutlery



CUTLERY with fine, hand-honed carbon steel blades is now available in this wrought-iron counter merchandiser, furnished to dealers with the order of a cutlery assortment. All knives are dipped in plasticizer to seal against moisture and to protect blades from rust, dust, dirt, and finger prints. If desired, the knives can be prepriced. Assortment consists of 3" parers, 4" utilities, 5" steaks, 6" utilities, 8" slicers, and 7" and 8" butcher knives. Goodell Co., Antrim, N. H.

Write in No. 78 on card, Pg. 117

### Carpet Sweepers



THE TWO Carpet Sweeper Display is particularly desirable where space is limited. It shows three models on a modern background. The assortment includes the five Wagner models, plus one extra Milwaukee unit, so that sweepers can be varied on display. Sweepers are furnished in reshippable cartons; stand is packed separately. Assortment weighs 54 lbs; stand is 48" high and has pocket for circulars. E. R. Wagner Manufacturing Co., Milwaukee 9, Wis.

Write in No. 79 on card, Pg. 117

### Utility Shelf Board



UTILITY shelves designed for mounting on doors or walls to provide extra storage space are shown on this display board. The three-color board points out several uses for the shelves. Shelves and guards may be removed from board to show how the width can be adjusted. The shelves are available in either copper or black finish. With initial purchase of 12 units, 24" x 48" board is provided without charge. Shipping weight is three lbs. S. A. Hirsh Mfg. Co., Skokie, Ill.

Write in No. 80 on card, Pg. 117

### Shelf Liner Display



TIDY-MAT shipper-display contains 48 rolls of shelf liner. Each roll is 11 3/4" wide and six feet long, wound on cores, and wrapped in four-color cellophane wrap. Material is polyethylene with a quilted embossed design. Liner comes in five popular colors; red, yellow, white, turquoise, and pink. Display is free with the order of a 48-pack unit. Refill cartons of 12 of a solid color are available. Each roll is prepriced at 89 cents. Gering Products, Inc., Kenilworth, N. J.

Write in No. 81 on card, Pg. 117

### Household Mat Bin



HOUSEHOLD MATS to protect floors and carpets are sold from this floor display carton. The flexible, transparent, non-skid mat is made of ribbed polyethylene. Each roll is six feet long and 30" wide, and is packaged in four-color polyethylene bag. For easy check out, each roll is prepriced at \$1.98. Display cartons containing 12 and 24 rolls are available. The Tidy-Mat product can be cut to size for use on table tops, etc. Gering Products, Inc., Kenilworth, N. J.

Write in No. 82 on card, Pg. 117

### Baby Feeding Ware



DIRECTED toward the growing market for baby products, this rack effectively displays six lid lifters, eight feeding and eight teaching spoons, three pans, four bowls, and four cups. These stainless steel items are colorfully carded and pre-priced for quick turnover. Merchandise, header card, and rack are shipped in carton and weigh 9 1/2 pounds. Rack, measuring 20 3/4" x 18" x 8", is free with order of this assortment. Foley Mfg. Co., Minneapolis 18, Minn.

Write in No. 83 on card, Pg. 117

### Can Opener Carousel

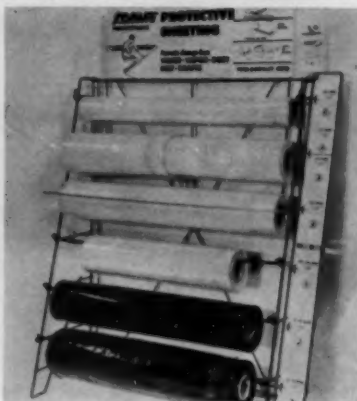


A SPINNING carousel makes up part of this merchandiser devoted entirely to can openers priced to appeal to impulse sales. This compact and colorful two-tier revolving unit contains the most popular Ekco can openers at prices ranging from 15 to 98 cents. Each tier revolves independently, allowing the customer immediate access to each carded item. The header card is in black and yellow. Retail value of the assortment is \$42.60. Ekco Products Co., Chicago 39, Ill.

Write in No. 84 on card, Pg. 117



### Protective Sheeting Rack



A SELF-SERVICE rack is offered for displaying a wide assortment of polyethylene film rolls: five widths, three thicknesses, and two colors. A built-in cutting bar makes it easy to dispense and cut any length or gauge desired. The rack is 38" x 14" and the "multi-fold" rolls take up only one-fourth the regular space, 12' wide sheeting is on a 3' roll. Display is free to dealer purchasing an assortment of rolls. Kordite Corp., Macedon, New York.

Write in No. 85 on card, Pg. 117

### Household Brushes



LACQUERED HARDWOOD frames this 1/4" pegboard panel, which displays 12 different Oxo styles on 12 prongs. Measuring 30" x 26" x 17 1/2", the panel can be displayed on wall by removing "A" frames. All brushes, labeled and prepriced from 29 cents to \$1.49, feature styrene handles in pink, blue, or yellow. Fixture, sign, hangers, and 12 dozen brushes come in three cartons. Each assortment has a shipping weight of 52 pounds. Ox Fibre Brush Co., Frederick, Md.

Write in No. 86 on card, Pg. 117

### Cutlery Holdsters



FLINT CUTLERY is now being merchandised in these holdster sets. Three of the holdsters, including the small counter top Lazy Susan set, are framed within the specially designed gold and black marbelized border. The sturdy, triangular-based counter display is shipped with an assortment of two each of the 7029N five piece, 7006N six piece, and 7007N six piece counter top sets designed for wall, counter or drawer display. Ekco Products Co., Chicago 39, Ill.

Write in No. 87 on card, Pg. 117

### Sample Rural Mailbox



A COMPLETE kit, assembled and ready to display, this unit is given free with the retailer's initial order for six U. S. standard #1 rural mailboxes, six 16-gauge steel posts with two-piece mounting brackets, a set of 12 each of 6" and 16" weather-resistant Lumisign holders, and 39-dozen assorted reflective Lumisign letters and numbers. The unit is valued at \$10.49. Salesmen's catalog sheets are furnished on request. Akron Metal Sales Co., Barberton, Ohio.

Write in No. 88 on card, Pg. 117

### Hostess Tray Set



CONSISTING of four metal trays in four decorator colors — antique white, matte black, coral red, and olive green—this Decoware hostess tray set is offered in a shipper-display container. The container converts into a decorative shelf or counter display stand by merely folding the die-cut top flap. Printed in red and black on a gray-white background, the package design features the product name and possible uses for the trays. Continental Can Co., New York, N. Y.

Write in No. 89 on card, Pg. 117

### Scales Salesman



A SCALE "department" can be created for any dealer with this Counselor D-8 merchandiser, which stands 38" high displaying scales at eye-level. It needs only 14 square inches of floor space. Unit comes set up and ready to go on the floor. Eight scales and free merchandiser are shipped freight pre-paid direct from the factory. Total retail value is \$62.60, with dealer's delivered cost set at \$41.70. Black wire design blends with any decor. The Brearley Co., Rockford, Ill.

Write in No. 90 on card, Pg. 117



**Fireplace Screen Display**

USING a novel peephole and mirror device to show the customer the simple pressure attachment of this fireplace screen, the Flexscreen display stresses its ease of installation. The display also simplifies sales for the dealer. The customer places his order by postcard which he secures from the display. Shipment of an already assembled fire-screen is made from factory to customer. The display is the dealer's only investment. Bennett-Ireland Inc., Norwich, N. Y.

Write in No. 91 on card, Pg. 117

**Gift Carpet Sweepers**

TO SHOW the combination of the attractive Bridesmaid gift carpet sweeper and its special gift carton, a wire display for counter, wall, or window is available with an order for three or more of the sweepers. The stand is 24 x 34 x 8 inches and includes a silk-screened sign in blue and pink carrying the name Bridesmaid. Shipping weight is six pounds. The sweeper and gift carton retail for \$19.95. E. R. Wagner Manufacturing Co., Milwaukee 9, Wisconsin.

Write in No. 92 on card, Pg. 117

**Freezer Supply Racks**

SUPPLIES for freezers and refrigerators are prominently displayed with this Spacetwin unit. It has been found adaptable for use as a back-to-back island, around a pole, or as a wall display. This year, it features a new \$15,000 freezer jingle contest; free entry blanks and a 120-page "How to Freeze" reference book. The display is given free with the \$93.82 assortment. The retail value is \$150.11. Dimensions are 25" x 20" x 66". Kordite Corp., Macedon, N. Y.

Write in No. 93 on card, Pg. 117

**Shears Rack**

A COLORFUL self-service rack, with back-up stock area, is offered without charge. The display features three of the top selling pinking shears and two new skalloping shears. All are in smartly styled point-of-purchase sleeves for added sales appeal. Also each pair is packaged in a gift box. The retail value of the assortment is \$35.85 and the dealer's cost is \$23.90. Number of the shears merchandiser is PS-300. J. Wiss & Sons Co., Newark 7, New Jersey.

Write in No. 94 on card, Pg. 117

**Julienne Shredder Pack**

AGAINST a display background that emphasizes the well-known Mouli television demonstration, this hand-somely designed kitchen aid is shown in a self-standing multi-color merchandiser. The sales message stresses the utility of the shredder in preparing all types of solid and leafy fruits and vegetables. Illustrated are the assortment of blades which equip the versatile shredder. It can also be mailed without extra wrapping. Mouli Mfg. Corp., Jersey City, N. J.

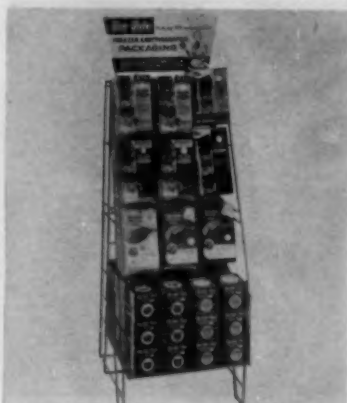
Write in No. 95 on card, Pg. 117

**Revolving Basket Stand**

PLASTIC decorator-styled wastebaskets are now found in housewares departments prominently displayed on this new "show-off" revolving display stand. The wrought iron display unit consists of eight styles in a 54-piece assortment with a retail value of \$134.10. The unit is shipped in ten cartons having a total weight of 119 pounds. A 5' window banner is included with each carton, and additional sales aids are available. Loma Plastics, Inc., Fort Worth, Texas.

Write in No. 96 on card, Pg. 117

## Frozen Foods Packages



ALL NEEDS for freezer and refrigerator packaging can be filled from items on this 56" tall wire rack. In all, 16 different See-Safe plastic packaging items, bags, boxes, and wrappings, are displayed on the stand, which takes up only 42" x 14" of floor space. A maximum selection is offered to customers by the three rows of hooks and large storage shelf. The retail value is \$246.88. The cost to dealers is \$154.30. Mehl Manufacturing Co., Cincinnati 2, Ohio.

Write in No. 97 on card, Pg. 117

## Decorator Thermometers



EXPANDING its line of decorator thermometers, Minneapolis - Honeywell has introduced five new indoor and outdoor models. Mounted on 18 1/2" x 25" display easel, thermometers feature unusual shapes, and color combinations, and easy-to-read indicators. Calibrated under special controls, they are accurate to plus or minus one degree Fahrenheit. Display with five thermometers costs dealers \$12.45. Minneapolis - Honeywell Regulator Co., Minneapolis, Minn.

Write in No. 98 on card, Pg. 117

## Plastic Storage Packages



FOR COUNTER or island use, this 20" x 20" tubular aluminum display shelf features 12 assorted See-Safe plastic packages designed primarily for goods to be stored in refrigerator or freezer. The small but efficient display has two shelves and a row of seven hooks for carded items. The bolted-on head panel sales copy points out the protection packages offer against rust, tarnish, dirt, moths, and moisture. Mehl Manufacturing Co., Cincinnati 2, Ohio.

Write in No. 99 on card, Pg. 117

## Assorted Floor Sweeps



DISPLAYING six sweeps in front and all 18 handles, this rack stores the balance of 12 or more sweeps in rear. Printed on the top panel is a handy use table indicating which sweep and which handle to use under all conditions. The dealer receives the rack free with the 18-sweep assortment, which includes three of Oxco's best-selling sweep styles. Furnished with each sweep is a binding screw, which prevents twisting and turning handle. Ox Fibre Brush Co., Frederick, Md.

Write in No. 100 on card, Pg. 117

## Waste Basket Tree



HERE is a novel way to display waste baskets. This revolving steel basket tree displays eight sizes of Lustro-Ware polyethylene waste baskets, but requires only three square feet of floor space. It is free with a 46-piece basket assortment. The sturdy metal rack has separate rotating tiers, allowing ready access to all items. The metal sign sells features and Lustro-Ware guaranteed service. Display is easily set up. Columbus Plastic Products, Inc., Columbus 23, Ohio.

Write in No. 101 on card, Pg. 117

## Collapsible Sales Bin



A THREE-COLOR collapsible sales bin is being made available by the manufacturer of Lustro - Ware plastic housewares. The sturdy, compact bin is equipped with a large point-of-sale sign on the back panel. The bin can be obtained with any of the wide selection of stock groups. It should, the company stated, make it easy for the dealer to profit from the impulse market to which the bin appeals. Columbus Plastic Products, Inc., Columbus 23, Ohio.

Write in No. 102 on card, Pg. 117

## Metal Door Mats



INDIVIDUALLY PACKAGED in plastic bags and packed six to a display carton, Cyclone 24" x 16" door mats are made from continuously crimped strips of 3/8" galvanized strip steel and tough round steel wire connectors. Mats contain no rough or sharp points; the ends are finished with smooth plastic rolls. The carton weighs 22 pounds, and measures 24 1/2" x 17 1/4" x 3 3/8". Cyclone Fence Dept., American Steel & Wire Division, U. S. Steel Corp., Cleveland 13, Ohio.

Write in No. 103 on card, Pg. 117

## Carded Stopper Stack



STOPPERS for ten-ounce, pint, and quart vacuum bottles are neatly arranged for display on this Kleen-Seal panel. The plastic cover is designed to fit over each stack holding all four securely in place. Full details on stopper features are printed on the panel. Among the selling points are their flexibility, positive sealing, easy removability, long-term service. The retail value of the 24 stoppers is \$4.56. Dealer cost is \$3.04. Landers, Frary & Clark, New Britain, Conn.

Write in No. 104 on card, Pg. 117

## Kitchen Implements



PALE GREEN pegboard forms the background for this display assortment of kitchen implements. The 16" x 24" board has wire legs bolted on, and can be used anywhere, on the counter, wall, or in the window. The products shown include high and low end can openers, heavy duty hand mixers, combination wall or table ice crushers, and a knife and scissors sharpener. The cost to dealers for this \$42.66 value is \$25.59. Dazey Corp., St. Louis 7, Mo.

Write in No. 105 on card, Pg. 117

## Food Jar Cork Holder



SLOTS DIE-CUT into this stand-up display hold eight stoppers for pint- and quart-size Universal food jars. Four corks for each size are displayed on the stand. Prices are clearly marked within the arrows indicating cork sizes. Printed in red and gray, the #2710 display is available to dealers for \$2.06. The retail value of the eight-cork set is \$4.00. The easily assembled stand measures 15" x 11 1/4". Landers, Frary & Clark, New Britain, Conn.

Write in No. 106 on card, Pg. 117

## Housewares Fixture



DISPLAY Fixture No. 0877 is provided the dealer for dramatically displaying odd-shaped housewares products. It is 4' wide by 2' deep by 6' 2 3/4" high with attractive sign. The unit is said to put maximum "sell" in a minimum amount of floor space. The housewares unit is designed to conform to any store layout. With an actual cost of over \$35, it is made available to dealer for only \$20. Delivery Prepaid. Rubbermaid, Inc., Wooster, Ohio.

Write in No. 107 on card, Pg. 117

## Aluminum Bakeware Stand



STANDARD-SIZE Comet bakeware is displayed on this trim display stand. The assortment contains 12 each of the seamless muffin pan, loaf pan, pie pan, layer cake pan, biscuit pan, and square cake pan. Each piece is prepriced at 39 cents, and features full-color labels with appetizing food illustrations. Dealers pay \$19.00 for entire package and sell merchandise for \$28.08. Display box size is 18" x 20" x 6 1/2". Mirro Aluminum Co., Manitowoc, Wis.

Write in No. 108 on card, Pg. 117



**Portable Can Opener**

PACKAGED in boxes that slide out of display like drawers, this novel portable can opener appeals to the outdoor user. Double geared for effortless cutting and a safe edge, and equipped with a handy bottle opener, it is an ideal can opener for picnics, fishing, barbecues, as well as kitchen duty. The 11" x 12" x 8" display is free with six openers. Its low \$1.98 retail price makes it a popular item, according to the maker. *Swing-A-Way Mfg. Co., St. Louis 16, Mo.*

Write in No. 109 on card. Pg. 117

**Shears and Scissors Unit**

HD-203, A compact and attractive merchandising unit, is designed for counter display and is free with the assortment. The assortment is made up of pinkie shears, sewing scissors, embroidery scissors, dressmakers' and household shears, and identification appears on the merchandiser. Each pair of scissors is hung on an anti-pilferage hook. The display weighs approximately eight pounds, is 18" high, 18 1/2" wide, and 7 3/4" deep. *J. Wiss & Sons Co., Newark 7, N. J.*

Write in No. 110 on card. Pg. 117

**Plastic Lace Display**

AVAILABLE at no cost with a selected assortment of Lustr Ware plastic lace merchandise is this large metal counter display rack. It features a balanced array of plastic lace doilies, place mats, and lace baskets in a 22 1/2" x 12 1/2" area. The colorful metal sign identifies nationally-advertised Lustr Ware items. A special basket contains instruction booklets for Lacecraft hobby projects. A smaller size rack is also available. *Columbus Plastic Products, Inc., Columbus 23, Ohio.*

Write in No. 111 on card. Pg. 117

**Bathroom Wall Vanity**

EMPHASIZING the trim lines of this new wall vanity for bathrooms, the pressed wood and steel display stand offers a colorful background for the 32" wide style. The white of wall cabinet is highlighted by yellow, maroon, and black display. A gold and black panel containing sales copy is below main section. The wall cabinet's plate glass doors may be opened while on display. Standing six feet high, display is 44" x 18". *Lau Blower Co., Dayton 7, Ohio.*

Write in No. 112 on card. Pg. 117

**Ventilating Fan Stand**

DISPLAY panels are easily turned, without moving base of stand, to show all sides of these wall model ventilating fans. The display is completely wired for demonstration. Top and bottom panels carry eye-catching sales messages. This stand can be used to show two similar displays. The #V-1 consists of two ceiling model fans, and #V-2 features two bathroom models. *Leigh Building Products, Division of Air Control Products, Inc., Coopersville, Mich.*

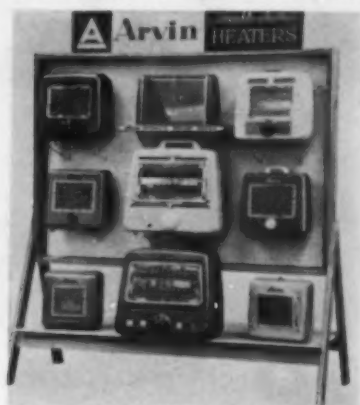
Write in No. 113 on card. Pg. 117

**Electrical Housewares**

FABRICATED of attractive woods in a black and gold color combination, this display cabinet is designed for the display of electrical housewares by John Oster Co. The lower storage cabinet is for unpacked merchandise replacements. The open upper shelves provide uncluttered display of the entire Oster line. Side racks accommodate literature and catalogs. Dealer may obtain unit free with minimum purchase of \$200 worth of merchandise. *John Oster Co., Milwaukee, Wis.*

Write in No. 114 on card. Pg. 117



**Permanent Heater Fixture**

THE "MERCHANTMAN" is a permanent display fixture designed for Arvin electric heaters. It is sturdily built of wood and masonite, and said to be practically mar proof and indestructible. Heaters are mounted on metal brackets which fit into holes in peg board. A distinctive sign tops the fixture. Height of the heater merchandiser is 5 feet 6 inches; width is 50 inches; depth, 24 inches. The fixture is available at \$30. Arvin Industries, Inc., Columbus, Indiana.

Write in No. 115 on card, Pg. 117

**Letter Box Line**

DISTINCTIVE, decorative letter boxes are shown on this wire displayer. The Galaxy merchandiser, in placing each box on a different level and each at a different angle, allows various styles in the line to be interchanged to provide fresh combinations. An attractive display card provides a touch of elegance that is designed to appeal to feminine buyers. The display unit is 26" x 30" x 15". General Metals Corp., Village Blacksmith Division, Watertown, Wis.

Write in No. 116 on card, Pg. 117

**Revolving Mail Boxes**

TURNING on its ball-bearing mounts, the Carousel display shows all three display panels. The stand holds three basic designs of Leigh Aristocrat mail boxes plus one door knocker. The third panel carries large full-color poster of the entire Leigh line. Furnished in chalk white, black and coral, the boxes are completely assembled. Shipping weight is 36 pounds. Leigh Building Products, Division of Air Control Products, Inc., Coopersville, Michigan.

Write in No. 117 on card, Pg. 117

**Redesigned Shear Cabinet**

A SHEAR CABINET, redesigned so that it now takes up less counter area, is offered to dealers who buy the #1907 assortment of four pairs each of 12 deluxe Kleencut scissors and shears. The cabinet is shipped with one each of the 12 items already mounted in the case on a blue display card. Three extra pairs of each item are contained in the pivot-back storage compartment. A catalog page is available on request. Acme Shear Co., Bridgeport, Conn.

Write in No. 118 on card, Pg. 117

**Heater Flasher Display**

AVAILABLE free is the window or counter flasher display for automatic electric heaters. It is lithographed in four colors on heavy cardboard and equipped with automatic flasher for illumination. Dealer provides 75 watt light bulb. Size, 33 inches square. Fits any one of three Arvin automatic heaters—model 5739, 5734, or 5829. Said to be easily and quickly assembled. A window streamer is included with the display. Arvin Industries, Inc., Columbus, Indiana.

Write in No. 119 on card, Pg. 117

**Mail Box Salesmaker**

REMOVABLE legs make this display adaptable for wall, window, or counter display. All the basic designs and color combinations of the Aristocrat line of mail boxes and door knockers are shown on this unit. Top panel is screened in pink, gold, and black and contains holder for merchandising literature. Display board is free with starter stock of mail boxes. Leigh Building Products, Division of Air Control Products, Inc., Coopersville, Michigan.

Write in No. 120 on card, Pg. 117

**Kitchenware Merchandiser**

PROVIDING maximum product exposure for Pyrex kitchenware in a minimum of floor space, this versatile display counter is designed especially to help the hardware dealer and to allow quick and easy item selection by customers. Its glass top admits light, and the reinforced masonite pegboard holds adjustable shelf supports. Called the Profit Builder, the merchandiser comes in Duraflex finish in white, blue, or pink. Dealer cost is \$147.25. Corning Glass Works, Corning, N. Y.

Write in No. 121 on card, Pg. 117

**Scale Display Stand**

DEALERS handling Detecto scales may now obtain this black metal floor stand for their scale departments. Capable of holding two display scales and four packaged scales in a stock storage space, the model 6R5 requires a minimum of floor space. It is available to dealers through jobbers at no charge with the purchase of six scales. Also offered is a smaller display, designed for mounting on pegboard, which holds a single scale. Detecto Scales, Inc., Brooklyn, N. Y.

Write in No. 122 on card, Pg. 117

**Cutlery Salesman**

EACH of the nine best selling patterns in Clauss scissors and shears is fastened securely to a spring-type hook on this colorful 14 square inch display. This method of display affords the dealer the opportunity to profit from impulse sales while protecting him at the same time against pilferage. The display is furnished free with each #SD18 assortment. Its total shipping weight is four pounds. Space underneath holds reserve stock. Clauss Cutlery Co., Fremont, Ohio.

Write in No. 123 on card, Pg. 117

**Barbecue Accessories**

THIS HARDBOARD panel with neat stencil lettering stands on wire easel and displays 11 models of Androck barbecue tools. In the assortment are 49 pieces and the fixture. All tools are readily available in open stock. Pegboard-type hooks on the 24" x 28" panel hold from two to four items each. Beneath each hook, the name and stock number of the item are shown. Shipped complete in one carton, its weight is 30 pounds. The Washburn Co., Worcester, Mass.

Write in No. 124 on card, Pg. 117

**Cutlery Display Cabinet**

THIS display cabinet, fitted with curved wrought iron legs, is available in blond oak or black mahogany finish. It features a removable glass front and a handy storage space in the back. With it the dealer can offer a neatly displayed assortment of hammer-forged scissors and shears. Each item is securely fastened to a spring-type hook, and the display can be used with or without glass cover. Is free with #SD-14 assortment. Clauss Cutlery Co., Fremont, Ohio.

Write in No. 125 on card, Pg. 117

**Box Opener Rack**

TWELVE carded food box openers are displayed on this wire rack with selling card back panel. Each opener, securely stapled to the prepriced card, has a plastic guard cap locked in position to protect the cutting edge when opener is not in use. Free with standard #K-12R assortment, the retail value of the display would be 25 cents or \$1.80 per dozen. Shipping weight for the #K-12R assortment of 12-dozen openers is four pounds. Clauss Cutlery Co., Fremont, Ohio.

Write in No. 126 on card, Pg. 117

**Rug Shampoo Merchandiser**

A SELF-CONTAINED display which holds three Rug Shampoo units and stocks the Carbona Soapless Lather is being supplied to dealers. The display holding the Rug Shampoos fits within a regular shipping carton. The new merchandiser, in two colors, is nine inches wide, 10 inches deep, and 30 inches high. It offers an effective presentation of the product and gives a complete selling message. Product price appears in bold print. A. G. Jacobus' Sons, Inc., Verona, N. J.

Write in No. 127 on card, Pg. 117

**Spot Sponge Display**

INCREASED sales of cellulose sponges are said to result with use of this self-service floor display. Containing 14 dozen prepacked assortment of oval and rectangular sponges in a variety of colors, this display takes little space, helps to eliminate waste in warehousing, and constantly balances inventories. Also available is a bin display with racks for AMSCO sponge cloths and trays for Super Cel sponges. American Sponge & Chamois Co., Inc., Long Island City 1, N. Y.

Write in No. 128 on card, Pg. 117

**Solvent Carton**

MAKERS of No Sand solvent have developed a two-color merchandising carton for the one-quart line of surface preparation. After slitting the carton open, its sides and front are folded under and the product is displayed, surrounded by its colorful sales feature copy. It is not necessary to remove the cans in order to set up the carton as a salesmaker display. Only 7" x 9", the No Sand carton may be used in varied spots. The Klean-Strip Co., Inc., Memphis 6, Tenn.

Write in No. 129 on card, Pg. 117

**Fishing Floats Display**

AN ATTRACTIVE Plastic Counter Display which contains a complete assortment of Carolina Cork Fishing Floats is made available to dealers. The colorful display unit is made up of six different sizes of Carolina floats and it lists for \$16.90. The merchandiser is divided into compartments to accommodate the various sizes. Each float is tagged with the Carolina name, as well as the merchandiser itself. Carolina Washboard Co., Raleigh, N. C.

Write in No. 130 on card, Pg. 117

**Pflueger Merchandiser**

THE PFLUEGER Merchandiser, introduced to create greater impulse buying, is made of strong metal and holds 16 dozen plastic tubes containing an assortment of hooks, lures, and sinkers. The \$12 display rack is free with an assortment of the lures, hooks, and sinkers. There are 67 items from which to choose when ordering the Merchandiser. Refills come packed one dozen tubes in a display box. The Enterprise Manufacturing Co., Akron 9, Ohio.

Write in No. 131 on card, Pg. 117

**Plywood Rod Rack**

UNUSUAL in design, this 36" x 30" plywood fishing rod rack provides easy access to 24 assorted St. Croix rods. Green, red, and white silk screened signs on both sides and top serve to focus attention on this display stand. It is packed one to a carton. Shipped unassembled, it can be quickly put together using only a screw driver. Without the rod assortment, the rack costs the dealer \$12.50. With rods, dealer cost is \$4. Flambeau Corp., Park Falls, Wis.

Write in No. 132 on card, Pg. 117



**Pistol Contest Set**

PROMOTIONAL material designed to help sporting goods dealers attract new customers for Crosman products includes a three-color, 46" x 40" window display, a Crosman 150K home shooting set, and a counter-top ballot box. Also offered in the kit are promotional leaflets and flyers, as well as newspaper ad mats. All the dealer pays is \$15, which is, according to the company, less than the dealers would pay for the set alone. *Crosman Arms Co., Inc., Fairport, N. Y.*

Write in No. 133 on card, Pg. 117

**Tackle Accessories**

APPLYING self-service merchandising to tackle accessories, the Compac revolving display allows customers to see and select the equipment they need. Any of a wide assortment of imported tackle accessories including swivels, snaps, snap swivels, cross-line swivels, three-way swivels, and flies can be accommodated on this rack. All items are packed in transparent plastic boxes, and are priced to allow a high profit margin. *Commerce Pacific, Inc., Los Angeles 7, Calif.*

Write in No. 134 on card, Pg. 117

**Rod Tip Dispenser**

A RED, WHITE, and blue counter display unit holds hinged-top plastic box of eight compartments, each containing a different size of Jet-Cor Tip Top, a tangle-proof replacement tip for fishing rods. Corresponding price boxes are on box lid. Metal gauge comes with and is attached to display, for measuring diameter of rod tip, and selection of proper Jet-Cor Tip Top size. Tip attaches to rod with ordinary ferrule cement. *Ideal Fishing Float Co., Inc., Richmond, Va.*

Write in No. 135 on card, Pg. 117

**Plastic Float Display**

A SELF-SHIPPING display carton of Ideal 5-Way Plastic Fishing Floats has a stand-up back which provides for demonstration of the advantages and uses of the float by means of an actual line and float suspended from top of back. The company's fish sign also tops the display. The red, white, and blue carton contains floats in five sizes, each in separate compartment. Raised pricing area for each size is easy for customer to see. *Ideal Fishing Float Co., Inc., Richmond, Va.*

Write in No. 136 on card, Pg. 117

**Plastic-Boxed Sinkers**

PACKED in individual plastic boxes, this full range of egg, bass casting, and crimp-on sinkers is shown in a two-color wood counter display. The standard assortment consists of 48 boxes in the dealer's choice of sizes and styles. Hinged plastic refill boxes are useful for lures, hooks, and other accessories. The company also produces a complete range of sizes in pyramid, bank, and split shot sinkers. *Florida Fishing Tackle Mfg. Co., Inc., St. Petersburg 12, Fla.*

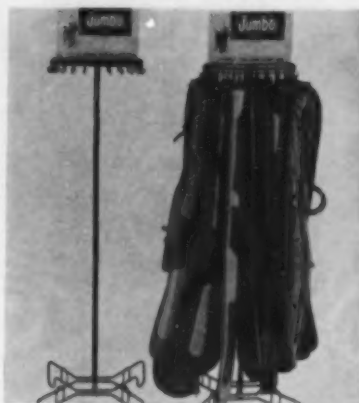
Write in No. 137 on card, Pg. 117

**Assorted Barrel Swivels**

MADE FROM SEAMLESS phosphor brass tubing with black nickel, these solid brass swivels are known as the "solid barrel swivel" to distinguish them from the split-type swivels on the market. Packed in 72 individual plastic boxes, the swivels come in a full range of sizes from #1 to 3/0. As an added feature, the boxes can be used for many other purposes. The counter display appeals to the impulse sales market. *Florida Fishing Tackle Mfg. Co., Inc., St. Petersburg 12, Fla.*

Write in No. 138 on card, Pg. 117



**Revolving Gun Cases**

With the revolving Jumbo gun case rack the entire line is right at the finger tips for inspection and comparison. Because of the convenience afforded customers by the rack, sales are said to be increased as "looking" customers become buying customers. The gun case has space for 24 guns. It is finished in eye-appealing colors and requires only 24" of floor space. Cases do not have to be removed from the rack to be examined. Jumbo Gun Cases, Dallas 22, Texas.

Write in No. 139 on card, Pg. 117

**Circular Plug Holder**

PRACTICE CASTING plugs are kept completely dust-free when displayed in the circular self-dispenser by Ashaway. The display unit has red base and clear top of durable plastic, and occupies only 6" of counter space. The plastic display is free to dealers. It holds one dozen plastic plugs in four sizes, 1/4, 1/4, 3/8, or 1/2 ounces. All plugs have colored tips, and are priced according to weight. The Ashaway Line & Twine Mfg. Co., Ashaway, R. I.

Write in No. 140 on card, Pg. 117

**Craft Department**

A WROUGHT-IRON revolving rack containing projects in plastic lacing, Indian beadcrafft, Suji wire art, bamboo and wooden beads, and leathercraft, requires 18" space and an investment of \$36.04. The No. 451 Handicraft Rack Display Deal includes 14 1/2 dozen poly-packed craft kits with a total retail value of \$60.06. Each project is pre-priced in 29 to 69 cent range; illustrated instructions. Deal topped by colorful sign. X-acto, Inc., Long Island City 1, N. Y.

Write in No. 141 on card, Pg. 117

**Boat Display in 3-D**

BACKED by a panel re-creating a Chesapeake bay oyster village dock front, this model of a Skipjack, when set in the display, appears tied at the dock, giving the scene a three-dimensional effect. The 55-piece, picture-sque, sail-powered oyster boat retails for 98 cents, and should appeal to all model hobbyists. The display with the built-up comes completely assembled and is part of an introductory deal of 15 kits and a built-up. Pyro Plastics Corp., Union, N. J.

Write in No. 142 on card, Pg. 117

**Small Parts Envelope**

THESE small parts envelopes, illustrating the many uses of the Ardmore Hookouts, will be supplied free of charge to jobbers or dealers who merchandise fishing tackle. Ardmore will supply from 500 to 2,000 to interested dealers upon request. To date, over 20,000 dealers have received this colorful promotional aid. In addition, Ardmore has a special introductory offer to send a sample Hookout at their cost of 75 cents upon request. Ardmore Specialties, Ardmore, Pa.

Write in No. 143 on card, Pg. 117

**Covered Reel Mount**

ROLL-A-WAY pack for Ashaway's nationally advertised fishing lines strives for new convenience for dealer and angler alike. Mounting in plastic base makes filling a reel easier, the makers report, adding that clear acetate cover gives unobstructed, dustproof display of merchandise. Base holds king-sized spools up to 1,000 yards, or two connected lengths in several types of line. Average size is 4 1/2" x 4" x 1 1/2". Ashaway Line & Twine Mfg. Co., Ashaway, R. I.

Write in No. 144 on card, Pg. 117

## Boat Snaps Carton



NONRUSTING snaps are now packaged in a bright red and white display box containing a selection of fast eye and swivel eye snaps. The box is compartmented for six sizes of the Wilcox-Crittenden brand snaps. In the display are five each of three sizes of the #249 fast eye snaps and five each of three sizes of #251 swivel eye burnished bronze snaps. Several suggested uses are given on the back panel. North & Judd Mfg. Co., New Britain, Conn.

Write in No. 145 on card, Pg. 117

## Water Ski Frame



PROVIDING the solution to the problem of a good method of displaying water skis, this rack shows seven water skis in what its manufacturer calls the smallest possible space. The attractive wood frame, enameled in bright aqua, holds skis in such a way that they will not fall accidentally but can be easily removed for customer inspection. The rack is furnished without charge with orders of Champion skis. T & N Manufacturing Co., Fort Worth 10, Texas.

Write in No. 146 on card, Pg. 117

## Water Safety Products



AVAILABLE free in assortment or volume purchases through wholesalers, this Aqua Float rack is of aluminum finish steel, and requires less than 30" of floor space. It stocks two dozen marine safety products including vests, cushions, and belts. The mobile, double-sided rack is collapsible for easy assembly and storage. Rack features a double-sided red, white, and blue enameled sign which encourages point-of-display impulse sales. Style-Crafters, Inc., Greenville, S. C.

Write in No. 147 on card, Pg. 117

## Bicycle Basket Fixture



HOOKS ARE PROVIDED for six popular models of Androck bicycle baskets on this tapering 5' tall display stand. Rack has base 18" x 24". Hub braces hang on the back of this tubular metal floor stand. Included in the 27-piece assortment are four saddle baskets, three junior baskets, eight standard baskets, ten deluxe baskets in two sizes, and two delivery baskets. Fixture and baskets are shipped in one carton, and weigh 102 pounds. The Washburn Co., Worcester, Mass.

Write in No. 148 on card, Pg. 117

## Paddle-Off Display



THIS COLORFUL counter card has a die-cut facsimile of a paddle end to demonstrate how the Paddle-Off attaches to the end of an oar or paddle and enables fisherman thus to free hooks, lines, or lures snagged on submerged logs, etc. It carries an easy-to-read sales message. Twelve units are displayed, including one attached to the paddle at top of display. The card comes packed in an individual container with the units. Ideal Fishing Float Co., Inc., Richmond, Va.

Write in No. 149 on card, Pg. 117

## Mounted Telescope Sight



MOUNTED into die-cut slots, these telescope sights for 22 caliber rifles make an interesting piece for in-store use and for display windows. In the display are the four-power model 4M4 and five-power 1A25 model. Stand is silk screened in three colors, including the bright Da-Glo ink. Target size comparison shows what telescopic magnification does for the rifleman. The 9" x 12 1/2" display is free upon request. O. F. Mossberg & Sons, Inc., New Haven 5, Conn.

Write in No. 150 on card, Pg. 117

## Fishing Line Carousel



NEW MERCHANDISER carousel for dealers' counters revolves, dispensing fishing lines. The metal rack holds seven boxes of lines of various kinds and tests, prepriced on boxes and spools. With the unique dispenser boxes, the display always appears full, and the merchandise is kept dust-free. When a carton is empty, dealer replaces it with another full one. The entire unit comes in one re-mailable corrugated carton. Cortland Line Co., Inc., Cortland, N. Y.

Write in No. 151 on card, Pg. 117

## Sales-Boosting Contest



PART of an extensive promotional program designed to boost sales of the plastic hobby kit, the American President Liner, this window banner and counter display feature announcement of a contest to attract new customers. There are, in addition to the grand prize, 149 other prizes. Giving the contest a double incentive, there are dealer prizes as well. The complete contest kit has been made available to all dealers of the Pyro hobby kits. Pyro Plastics Corp., Union, N. J.

Write in No. 152 on card, Pg. 117

## Merchandising Kit



MANUFACTURERS of Coral King fishing line have made a complete merchandising kit available to dealers. Among pieces offered without charge are a novel "prove-it-to-yourself" counter display in which standard six-spool boxes of line can be inserted; three-color window or wall banners; special counter literature that also introduces a new fishing knot; and newspaper ad mats. Kit comes as package or in selected individual parts. Sunset Fishing Lines, Florence, Ala.

Write in No. 153 on card, Pg. 117

## Bike Lock Rack



THE MASTER line of bike locks is on display in this compact bicycle lock department. The little rack is designed to catch the eye of every bicyclist and show him at a glance the type of lock he needs at the price he wants to pay. Over-all size of the rack is 12" x 20". Space is provided so that prices may be filled in with black crayon. Dealers buys three each of four popular bike locks and receives permanent wood display free. Master Lock Co., Milwaukee 45, Wis.

Write in No. 154 on card, Pg. 117

## Marine Safety Line



PRACTICAL and compact, measuring only 28" x 30" x 17", this floor display is pre-packed with an assortment of the largest-selling numbers in the Tapatco marine safety line. All items are Coast Guard approved and individually packed in re-usable plastic bags. Complete with products, display is shipped in a single carton; the dealer has only to lift the unit from the container and slide back panel into place. American Pad & Textile Co., Greenfield, Ohio.

Write in No. 155 on card, Pg. 117

## Fishing Lines Rack



A REVOLVING metal display stand which holds colorful plastic strip of 12 furnished fishing lines on each side, or 48 furnished lines in all, is made available. Customer merely snaps off his choice. The merchandiser comes with three assortments of lines and floats, one assortment per rack. Each strip of lines has pressure sensitive header label with price area. Large fish-shaped sign tops the stand. Ideal Fishing Float Co., Inc., Richmond, Virginia.

Write in No. 156 on card, Pg. 117



### Cardboard Gun Mount



PRINTED in bright, light-reflecting Da-Glo Ink, this gun display stand holds any rifle or shotgun in the Mossberg line. Included with display are tabs for designation of model number and price. Said to be excellent as a window centerpiece or for counter use, it has an 8½-square inch base and stands 7" high. It comes folded once, and sets up in a few seconds. It is available to dealers upon request. O. F. Mossberg & Sons, Inc., New Haven 5, Conn.

Write in No. 157 on card, Pg. 117

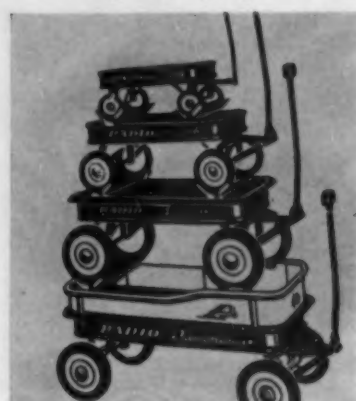
### Mounted Rod and Reel



DEALERS are saved the price of one reel with every purchase of these bonus demonstrator packages. The special new demonstrator by Airex comes complete with five #322 Airex closed face spinning reels with 100 yards eight-pound monofilament line prewound on spools, one practice rod, one practice plug, and one handsome full-color counter display unit. The complete display is available through jobbers. Airex Corp., New York 16, New York.

Write in No. 158 on card, Pg. 117

### Wagon Display Set



COMPLETE display fixtures to show up to five coaster wagons compose the model #50 wagon display fixture set. Each fixture is adjustable by means of wing nuts, and can be used repeatedly on practically every type of coaster wagon available. Vertical stacking requires a minimum of floor space, and provides for mobility in moving display from place to place. Entire set to display up to five wagons weighs 12 pounds and costs \$2.75. Radio Steel & Mfg. Co., Chicago, Ill.

Write in No. 159 on card, Pg. 117

### Spin-Cast Reels



Bronson Spin-Cast Reel Display Pack (Model 32)

SEVEN Bronson spin-cast reels for the price of six, complete with attractive five-color counter or window display pack are offered. The sturdy display includes two each of the company's three best-selling reels, with an offer of a free closed face spin-cast reel as a bonus. Display pack #32 is a self-mailer, and comes with individual reel boxes. The retail value is \$85.65, but the dealer cost is only \$45.42. Bronson Reel Co., Bronson, Mich.

Write in No. 160 on card, Pg. 117

### Hunting, Training Aids



SCENTS in unbreakable squeeze bottles are available for training bird dogs, teaching dogs to trail specified types of animals, and breaking dogs from running undesired animals. Available also are a protective and toughening lotion for dogs' feet, and a scent for attracting deer. Prepriced retail, \$3.00; cost, \$1.80. Display rack and bonus bottle accompany each order for one dozen bottles. Pacific Coast Scent Co., Garden Grove, Calif.

Write in No. 161 on card, Pg. 117

### Fishing Tackle Panel



KNOWN as Fish-N-Fun, this new self-service display holds all the fisherman's tackle needs. The pegboard display is offered in two models, each a complete package with easy re-order and restock procedures. Pictured is model A, a free-standing 24" x 48" panel holding six each of 40 items having a retail value of \$207. Model B is a hang-up display, a 24" x 24" panel for wall, shelf end, or back of register. Retail, \$112.50. Fred Arbogast Co., Inc., Akron 3, Ohio.

Write in No. 162 on card, Pg. 117



## Casting Line Carton



SELF-SERVICE merchandising of Gudebrod G-6 Dacron casting line is made easier and more profitable with this display carton. Line assortments are available for light tackle, all-purpose, and heavy-duty fishing. Each carton contains 12 spools, and is ready to set up. The new line is said to be of extra-fine diameter, non-stretch construction, and rugged. It is available in black and camouflage. Gudebrod Bros. Silk Co., Inc., Philadelphia 7, Pennsylvania.

Write in No. 163 on card, Pg. 117

## Snelled Hooks Display



METAL REVOLVING rack No. RR96 displays four gross of snelled hooks. Six hooks are packed in each Perma-Pak—a novel tray-type aluminum package with clear acetate sleeve—and there are 96 Perma-Paks on the display. The rack has attractive end-panels. In addition to Falcon-Grip Snelled Hooks, Tiderite, DeLuxe Plated and others are available on display. Furnished free when filled with snelled hooks of dealer's choice. Weber Tackle Co., Stevens Point, Wis.

Write in No. 164 on card, Pg. 117

## Metal Rod Holder



COMPACT and brightly colored, this yellow and green rod display stand holds 20 rods. Only 16" x 30", it is suitable for either window or floor display. Rubber-edged slots hold rods firmly, yet permit easy removal for inspection and testing. To prevent marring the floor, stand is rubber-tipped. The #7529 display is shipped freight prepaid direct to dealer. It is shipped knocked down, but is easy to assemble. True Temper Corp., Cleveland 15, Ohio.

Write in No. 165 on card, Pg. 117

## Fishing Line Dispenser



ACCOMMODATING three clear plastic revolving dispensers, this new W-40 rack is offered free to dealers who buy two of the dispensers. A full stock of Western soft nylon monofilament, braided nylon casting line, and braided monofilament is carried on this merchandiser. This assortment is said to take care of almost 75 per cent of all fishing line requirements. It takes only one square foot of counter space. Western Fishing Line Co., Glendale 4, Calif.

Write in No. 166 on card, Pg. 117

## Cards for Outing Products



ONE OF THE colorful die-cut display cards offered is shown here attached to a lantern. The cards require no floor or counter space and the company offers a complete set, one for each of its outing products. No charge is made for the cards, ad mats, and sales literature. Action displays, display stands, and permanent signs are sold below cost. A complete catalog of sales helps, Sales Planning Guide Form A-6, may be obtained free. The Coleman Co., Inc., Wichita 1, Kan.

Write in No. 167 on card, Pg. 117

## Water Bags Display



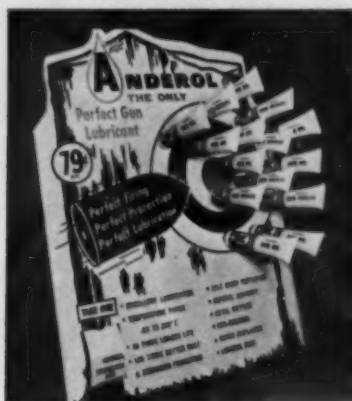
EAGLE Water Bags made of brightly colored canvas in a rainbow assortment of four colors and each bag printed in two additional colors are now contained in the 6-Pak Display. Six of the water bags in assorted colors are packed in each unit. The unit, with a two-color selling message and one water bag secured to the front, comes ready to display. It requires only 15" x 3" of counter space or it can be hung on the wall. H. Wenzel Tent & Duck Co., St. Louis 17, Mo.

Write in No. 168 on card, Pg. 117

**Peg Rack, Bubble Pack**

APPEALING to the self-sell market, this distinctive, decorator-designed peg rack was specifically designed to sell the Airex lures in new bubble packaging. The concave-shaped rack is offered free to dealers ordering 36 assorted Airex fishing lures. The rack, measuring 11" x 18" x 7", is shipped with lures already mounted on it, ready for placing on the counter. Dealer cost is \$16.20 for the 36 lures, which have a retail value of \$27.00. Airex Corp., New York 16, N. Y.

Write in No. 169 on card, Pg. 117

**Gun Lubricant Easel**

DEALERS of sporting goods can now obtain this self-service counter display easel. The bullseye design card has the heads of the 15 polyethylene tubes of Anderol gun oil and/or gun grease placed like darts in die-cut holes in the display. With the card is a small box holding descriptive literature. The dealer receives the display free when he orders 24 tubes of oil or grease. Card is sent in flat carton ready to set up. Lehigh Chemical Co., Chestertown, Md.

Write in No. 170 on card, Pg. 117

**Air Gun Pellet Package**

A POTENT point-of-purchase display carton is created by the die-cut lid on this red, white, and blue Marksman pellet package. These lead pellets are precision manufactured for use with all makes of air rifles and pistols. Both .22 and .177 caliber in tins of 500 and 200 are packed in this carton. The .177 caliber tin of 200 re-tails for 70 cents, and is packed three dozen tins per carton, the company announces. Marksman Products, Los Angeles 25, Calif.

Write in No. 171 on card, Pg. 117

**Automatic Reel Package**

PACKAGED in this blue, imitation leather display is the Martin Blue Chip automatic reel. The 11" x 6½" display is so designed to permit the placing of the built-up platform on top of the box cover. This allows the display of the reel, extra spool, extra spool container, and leather reel bag, which make up the complete outfit. Ensemble retails for \$30. Available to dealers through jobbers. Martin Automatic Fishing Reel Co., Inc., Mohawk, New York.

Write in No. 172 on card, Pg. 117

**Spinning Reel Stand**

AVAILABLE without charge to dealers, this gold-anodized aluminum display stand is designed to help promote the sale of Langley spinning reels. The sturdy base, which features a panel bearing the Langley name, is triangular in shape. The upright post slips into a sample rod handle to which the single model #777 spinning reel is attached. The counter stand occupies little space, but is said to display each reel to good advantage. Langley Corp., San Diego 12, Calif.

Write in No. 173 on card, Pg. 117

**Brass and Bronze Snaps**

WILCOX-CRITTENDEN brass and bronze snaps now appear on dealers' counters boxed in this red and white compartmented display container. Retail prices are printed on wings which can be cut off if desired. In the assortment are five ¾" solid brass bolt snaps; 10, ¾" solid brass bolt snaps; 10 size 0 solid bronze fast eye snaps; 20, ¾" nickel on brass spring snaps; and 20, ¾" nickel on brass fast eye snaps. North & Judd Mfg. Co., New Britain, Conn.

Write in No. 174 on card, Pg. 117

## Reel Display Rods



EQUIPPED with a striking two-color sign and reel clamps ready to mount reels for display, this attractive blue and gold tubular aluminum reel stand stocks and sells up to 14 Ocean City fishing reels. Represented as ideally suited for use either as a counter or window unit, the four-bar stand has folding feet, and with the sign is only 28" x 25" x 8½". The #7539 reel display stand is shipped freight prepaid to dealer. True Temper Corp., Cleveland 15, Ohio.

Write in No. 175 on card Pg. 117

## Bubble Packed Lines



BRAIDED NYLON casting lines, monofilament spinning lines, and squidding lines are all available in bubble pack units from the Newton Line Co. The merchandise is available either in bulk packaging for the retailer to display and sell from his own wall-type pegboard rack units, or ready packed for counter display on a wire rack holding a number of individual carded lines. The display and merchandise are available from jobber salesmen. Newton Line Co., Homer, N. Y.

Write in No. 176 on card, Pg. 117

## Archery Supplies



ILLUSTRATED is one of three new display units designed by the Pearson company for archery retailers. Display is the largest of the three, and can show as many as 25 archery sets as well as over 30 bows and an arrangement of several dozen leather goods items. Arrows can be displayed on supporting trays in half-dozen, dozen, and bulk cartons. Constructed of tubular aluminum, the rack is priced at \$22.50. Ben Pearson Inc., Pine Bluff, Ark.

Write in No. 177 on card, Pg. 117

## Metal Reel Rack



SPACE for 13 average-size reels is provided by this new display rack offered by Penn Reels. Its over-all dimensions are 32" x 21½" x 14", and it is furnished with 26 chromed clamps for mounting reels in the display case. It is constructed of heavy gauge steel, and has a colorful, enameled design on the back panel. For sporting goods dealers the durable metal sales rack is priced at \$4.50, f.o.b. Coshocton, Ohio. Penn Reel Mfg. Co., Philadelphia 32, Pa.

Write in No. 178 on card, Pg. 117

## Hunting Equipment



SHINY, chromium-plated lanterns and flashlights are exhibited on this new Sportsman display by Ray-O-Vac. Only 24" wide, the display is suitable for wall or counter use. On the M102 display are the sealed beam lantern with red flasher, the #301 sealed beam lantern, a smaller hand lantern, camper's light, and a searchlight. This \$46.03 retail value costs the dealer only \$28.91, and the display is supplied at no charge. Ray-O-Vac Co., Madison 10, Wis.

Write in No. 179 on card, Pg. 117

## Fishing Supplies Rack



THIS ALL-METAL revolving display is available free to sporting goods dealers with a purchase of six dozen assorted jars of Johnson's Pork Rind and one card containing 24 Weedless hook packs. In this compact counter unit the retailer can have a proper display for Pork Rind as well as a complete Pork Rind department. The entire package has a retail value of \$64. The dealer pays only \$32.40. The Louis Johnson Co., Highland Park, Illinois.

Write in No. 180 on card, Pg. 117



**Rewind Starter Pack**

CONTAINING four individually boxed starters for small gas engines on power mowers, chain saws, and other tools, the RS-4 pack by Fairbanks-Morse is now available. The starters are sizes and types shown to sell best, and are easily mounted for original or replacement use. Retail value of the starters is \$38.00. Dealer cost is \$22.50. With the package come a four-color counter card, envelope stuffers, and sales helps. Fairbanks-Morse & Co., Beloit, Wis.

Write in No. 181 on card, Pg. 117

**Plastic Tackle Box**

SELF-DISPENSING tackle box is of bright yellow plastic. Measuring  $14\frac{1}{2}$ " x  $6\frac{1}{4}$ " x 7", it has four pull-out, hinged trays. It holds 12 spools of six-pound test Gladding Platyl and 12 spools of eight-pound test Platyl, a thin, strong, imported monofilament, said to curl less and lie straight on the water. For two dozen spools, the dealer cost is \$28.44. Retail value is \$47.40. Tackle box is supplied free to be sold at retail for \$7.50. B. F. Gladding & Co., South Otselee, N. Y.

Write in No. 182 on card, Pg. 117

**Scooter Display Stand**

THESE scooter stands will keep stock upright and in the best position to sell themselves to customers. They also serve to prevent children from riding and abusing the scooter displayed. The bright metal stand is  $13\frac{1}{2}$ " high with an  $8\frac{1}{2}$ " base. Scooter rests on the black rubber grip. All stands are easily assembled and cost only \$2.25 for a set of three. Their shipping weight is five pounds per set. Radio Steel & Mfg. Co., Chicago, Illinois.

Write in No. 183 on card, Pg. 117

**Self-Service Wheel Sales**

INCLUDED with Gleason's #523 assortment, this all-metal floor display promotes the self-service sales of cartoned, semi-pneumatic, ball-bearing wheels in various sizes and styles for replacement and do-it-yourself projects. The display occupies just over  $1\frac{1}{2}$  square feet of floor space. It stands 56" high to the top of colorful sign, and holds 46 cartoned wheels. The merchandiser is finished in dull black enamel. Gleason Corp., Milwaukee, Wis.

Write in No. 184 on card, Pg. 117

**Disposable Saw Blades**

DISPOSABLE combination blades for power saws, both table and portable, are contained in this merchandiser. With five types, this display fills 90 percent of requests for blades. Economy is a prime feature of Roc-Edge blades; they are said to cost less than re-sharpening old blades. Also, with this unit a dealer can be in blade supply business for less than \$25. A good margin of profit is realized by the dealer. Rocco Products Inc., Minneapolis 8, Minn.

Write in No. 185 on card, Pg. 117

**Remington Chain Saws**

SUSPENDED from metal hangers at each end of this display rack are four of the new chain saws introduced by Remington. The shelf space measures about  $5\frac{1}{2}$  square feet, and affords ample space for displaying accessories and informative sales literature. The R400 rack measures  $41$ " x  $58$ " x  $24$ ", occupying less than seven square feet of floor space. The white frame is topped by a red, white, and blue sign. It weighs 39 pounds. Remington Arms Co., Inc., Bridgeport, Conn.

Write in No. 186 on card, Pg. 117



**Electric Tools**

A MERCHANDISER for portable electric tools, No. U-1111, is offered as a colorful asset to tool sales, designed to gain customer attention and to create repeat sale of accessories. It contains B&D tools and selected accessories with a retail value of \$294.30. Dimensions of the merchandiser are as follows: 38 inches high (including top sign), 28½ inches wide, and 19½ inches deep. Shipping weight is 94 pounds. The Black & Decker Manufacturing Co., Towson 4, Maryland.

Write in No. 187 on card, Pg. 117

**Versatile Tool Display**

COMPRISING this new portable power tool display program are five units, which can be used separately in several ways. Sides and front of the units are made of grained birch, finished in a clear, hard lacquer. The top panels are perforated masonite, painted a bright red. Six pegboard hanging fixtures are provided for displaying drills, small power tools, and various accessories on the top shelf. Porter-Cable Machine Co., Syracuse 4, N. Y.

Write in No. 188 on card, Pg. 117

**Electric Tool Department**

UPDATED, with the latest B&D tools, attachments, and accessories, the U-1103 Tool Department is designed to concentrate interest in one spot, to build sales on a big ticket line and on repeat accessory items, and to present tools plus accessories that multiply their usefulness. Dimensions: Two stands side by side—74½" x 50" x 21½"; back to back—37¼" x 50" x 43". Suggested retail price, \$1148; cost, \$803.60. The Black & Decker Manufacturing Co., Towson 4, Md.

Write in No. 189 on card, Pg. 117

**Industrial Tools**

THIS THREE-TIERED rack shows part of the Remington line of contractor and industrial tools. The R-750 display occupies only seven square feet of floor space, but gives 14 square feet of display area. The frame is gray with red shelves. Constructed of heavy gauged sheet steel with bolted members and shelves, the rack weighs a total of 56 pounds. A handy space is provided at one side for catalogs and informative folders. Remington Arms Co., Inc., Bridgeport, Conn.

Write in No. 190 on card, Pg. 117

**Power Mower Platform**

DESIGNED so that mower can be tipped to show the underneath features, this platform is constructed of heavy-duty reinforced cardboard, and takes up only 24" x 19" of floor space. The stand, valued at \$10.00, is free to Choremaster dealers. Mowers are displayed at waist height, for complete customer inspection. Versatile, the display can be changed to a tiller display by removing the sign and turning it around. Yuba Power Products, Inc., Cincinnati 4, Ohio.

Write in No. 191 on card, Pg. 117

**Power Tool Display**

AN ISLAND display, 4½' square, is being offered to Cummins dealers. A complete tool department in itself, it comes to retailers with a prescribed minimum order of Cummins tools. Buff and brown, the fixture blends with any store decor, and its scratch- and mar-resistant construction assures long-term service. Designed for use between counters or against a wall, it teams well with Cummins illuminated sign. Cummins Portable Power Tool Co., Milwaukee, Wis.

Write in No. 192 on card, Pg. 117

## Sander Cart-Display



SERVING a double purpose is this combination rental sander cart and display unit. Ruggedly constructed, it is compact, requires little space, and can serve to transport rental equipment from store to car. The display cart comes, as shown, complete with a colorful sales message. Designed to show the Clarke sander models EC-8 or DU-8 and Edger models C-5 or Super 7, the cart costs the dealer only \$18.00. Clarke Sanding Machine Co., Muskegon, Mich.

Write in No. 193 on card, Pg. 117

## New Workshop Abrasives



PERMA-GRIT display serves as a self-demonstrating piece for counter use. Full unit consists of display card, 19" x 13½", and a wooden block, 11¾" x 7½". With purchase of six Perma-Grit sanding blocks, display is free. Dealer fills out and returns to Skil the request card in each carton of six blocks. Display also available on same base through wholesalers. Dealers may also obtain display free as replacement for old unit. Skil Corp., Chicago 30, Ill.

Write in No. 194 on card, Pg. 117

## Adjustable Wrench Holder



SELECTION is made easier for buyers of adjustable wrenches with this colorful and sturdy wire holder. Up to 24 wrenches are held in specially designed racks. Sizes available are 4", 6", 8", 10", and 12". Set up on counter or hung on wall, the display always presents neatly arranged stock. With purchase of sets of 12, 24, or 36 wrenches, no charge is made for the #700 LR display. Dealer cost for the 12-wrench set is \$41.16. Proto Tool Co., Los Angeles 54, Calif.

Write in No. 195 on card, Pg. 117

## Pliers Dispensing Board



LACQUERED in a light blue, this plywood display board features plated dispensing racks. Each rack displays three Channellock pliers. All boards are completely assembled before shipment. Constructed of ¾" plywood, the panel measures 24" x 30". No charge is made for the board when purchased with plier assortment. The assortment to be mounted on the board may be that illustrated or one specified by the dealer. Champion DeArment Tool Co., Meadville, Pa.

Write in No. 196 on card, Pg. 117

## Vise Display Card



MOUNTED SECURELY on the Quick-Shift vises, this attractive two-color, 7" x 11" display card includes all pertinent information concerning the triple-purpose vise. Its three-way action is fully illustrated on the card, which shows its uses as a wood vise, pipe vise, and bench vise. These features make it a completely versatile home shop tool as well as an ideal tool for the professional. Milwaukee Tool & Equipment Co., Milwaukee 46, Wis.

Write in No. 197 on card, Pg. 117

## Locking Wrench Features



PRESENTING the major features of Crescent's new locking wrench, this special display unit is made of heavy sheet metal, with a heavy wire easel for counter display. Holes at the top of the 12" x 16" panel allow it to be mounted on pegboard. It is equipped with three each of the 8", 10", and 12" chrome plated wrenches, which have stainless steel locking device. Packed complete in a shipping carton, weight is 13 pounds. Crescent Tool Co., Jamestown, N. Y.

Write in No. 198 on card, Pg. 117

## Wrench Wall Rack



TAPER DESIGN wrenches are exhibited on this new wall display. The metal rack's design, balanced by four hooks for hanging wrench sets, should, according to the company, catch the eye of every customer. It comes complete with demonstrator that illustrates the superior features of the wrenches. Open stock and sets of box, open end, and combination wrenches are featured. Similar displays in different sizes are available also. Barcalo Mfg. Co., Buffalo 4, N. Y.

Write in No. 199 on card, Pg. 117

## Carded Screwdrivers



TOTALING 64 in all, these carded screwdrivers include 16 different popular-priced models. The revolving display permits easy self-selection by customers. It stands on a 14 square inch base and is 23" high. Having a total retail value of \$29.20, the merchandise costs the dealer \$19.73. Wire rack is furnished at no cost with purchase of assortment. Removable bracket permits display to be attached to wall or pegboard. Bridgeport Hardware Mfg. Co., Bridgeport, Conn.

Write in No. 200 on card, Pg. 117

## Heavy-Duty Hammers



DROP FORGED and hickory handled, these Champion DeArment hammers are displayed on plywood display boards measuring 24" x 30" x 3/4". Body of hammers is bright red. The machinists' ball pien hammers, in an assortment of nine weights, have polished piens and faces, as have the blacksmiths' hand hammers. Board is lacquered in light blue, and is equipped with board hangers. It is free with assortment. Champion DeArment Tool Co., Meadville, Pa.

Write in No. 201 on card, Pg. 117

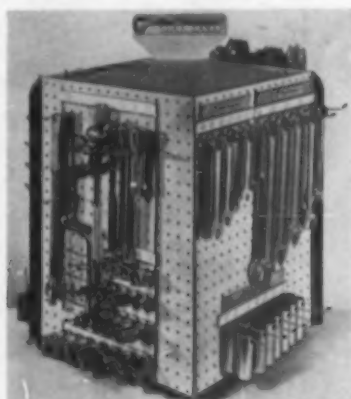
## Vise Assortment



A TWO-SHELF all-steel counter display stand which holds three vices per shelf is available. Vise assortment includes two Cat. No. C-43 1/2 Scout Vises, one each of No. 1112 and 1125, and one each of No. 663 1/2, 664. The stand is finished in blue enamel with red lettering. All vices are finished in red. Dealer cost including display stand, referred to as Assortment No. D-616, is \$42.36; retail value, \$63.54. Wilton Tool Manufacturing Co., Inc., Schiller Park, Ill.

Write in No. 202 on card, Pg. 117

## Tool Unit Rotates



ROTATING to show all four sides, this new counter unit comes with 191 tools found to be most in demand. Included are 1/2" drive sockets and attachments, combination box and open end wrenches, punches, chisels, screwdrivers, and pliers. All are price-marked. Fill-in stock is carried by jobbers. Steel stand is 24" high, and has a 17 1/2" square base. Bright metal tool holders contrast with the yellow and red stand. Dealer cost is \$170.59. Penens Tool Corp., Schiller Park, Ill.

Write in No. 203 on card, Pg. 117

## Tool Sale Promotion Kit



TO LAUNCH its 99 cent sales plan, Oxwall Tools offers a promotion kit, which includes a colorful display board, newspaper mat, and window streamers. From 35 tools the retailer can choose his assortment. A recommended assortment—25 dozen of 15 selected tools—has a retail value of \$297. Dealers pay only \$158.78. If requested, sales aids will be provided marked so that tools can be advertised and sold for 88 cents. Oxwall Tool Co., Ltd., New York 10, N. Y.

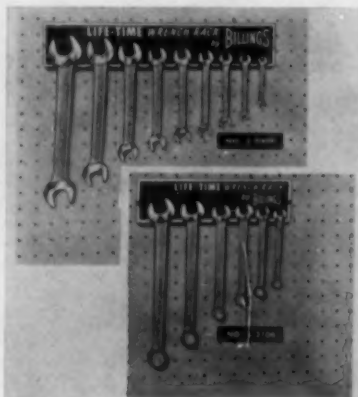
Write in No. 204 on card, Pg. 117



**Wrench Shipper-Display**

UNFOLDED, this Proto wrench shipper carton becomes a self-sell merchandiser for the Metric wrench set. Merchandiser holds four Metric kits containing seven combination wrenches, 11-19 millimeters. Bright red, yellow, black, and white design attracts and helps sales to foreign car owners and professional users. Merchandiser is 11" x 11", and weighs eight pounds. Net profit for the dealer for each kit is \$16.24. Proto Tool Co., Los Angeles 54, Calif.

Write in No. 205 on card, Pg. 117

**Wrench Racks**

WRENCH SETS by Billings and Spencer are now available on double-purpose wrench racks. These wire racks have built-on hooks, which make them handy for dealer display on pegboard or walls, or for home use. The racks, packed with each wrench set, are royal blue with yellow lettering and size numbers. Both engineers' and combination wrenches are available in sets of either six or nine wrenches. The Billings & Spencer Co., Hartford, Conn.

Write in No. 206 on card, Pg. 117

**Framed Wrenches, Sockets**

ROYAL BLUE displays framed in yellow wood provide an eye-catching setting for Billings' Life-Time wrenches and sockets. They are hung on rotating metal panels. The display is easily assembled, takes little counter space, and requires no anchoring. A red and white sign fits on top of the frame. The rotating merchandiser is available complete with four metal displays or separately without displays or tools. The Billings & Spencer Co., Hartford, Conn.

Write in No. 207 on card, Pg. 117

**Drill Display Cabinet**

THE SELF-SELLER Display Cabinet for high speed steel jobbers drills, now available, occupies only 14 inches in counter space and displays drills from any angle. It is said to be pilfer proof, has a controlled inventory storage rack, and supporting holes which serve as drill gauge. The size and price are legibly marked for each size and the quantities are varied according to the demand, according to the company. Henry L. Hanson Co., Worcester, Massachusetts.

Write in No. 208 on card, Pg. 117

**Counter Ax Rack**

THIS DISPLAY STAND, available as an aid to True Temper belt axes, is free to dealers with an assortment of six axes. Made of heavy gauge wire, the stand can be set up on counter or in display window. It can also fold flat to hang from wall hooks. Contained in the assortment are two each of the following axes: #ABAX Rocket belt ax with sheath; #BBAX Jet Rocket belt ax with sheath; and #12T1FSH Flint Edge belt ax with sheath. True Temper Corp., Cleveland 15, Ohio.

Write in No. 209 on card, Pg. 117

**Flasher Action Display**

A FLASHER action display that takes up less than one square foot of floor or window space is available to dealers for their use in displaying a selection of any four Plumb hand tools. Two brightly colored signs, made of molded vinyl, flash on and off alternately. The sign reading "Plumb Tools with non-breakable fiber-glass handles," is followed by "Stronger than Steel." Display comes assembled. Fayette R. Plumb, Inc., Philadelphia 37, Pa.

Write in No. 210 on card, Pg. 117



**Screw Driver Rack**

Six each of the five most popular sizes of machinist and Phillips-type screw drivers are in the Irwin #40 assortment. Irwin research has learned that about 85 percent of screw driver sales in the average hardware store are made in only these five items. The free all-metal display panel is only 8" wide. Price to the dealer is \$11.05 for the assortment of 30 drivers. Retail value of the screw drivers is \$18.40. The Irwin Auger Bit Co., Wilmington, Ohio.

Write in No. 211 on card, Pg. 117

**Aviation Snip Board**

FIXTURES for the display of Claus aviation snips are available to dealers. Simple but effective pegboard displays are provided for each of the three new Claus aviation snips, the cut right, the cut left, and the straight cut. There is, the company stated, no special deal to buy, and the fixtures will be furnished to dealers handling Claus aviation snips equipped with rubber grips. Each display includes descriptive information and price. Claus Cutlery Co., Fremont, Ohio.

Write in No. 212 on card, Pg. 117

**Swiveling Tools**

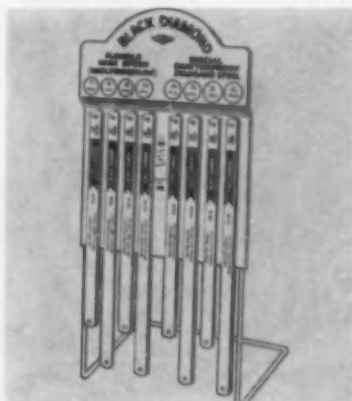
CUSTOMER convenience is the result of this self-service swivel-mounted Husky tool counter display. The dealer can either make his own choice of any of the 23 peg panels offered or choose one of the two assortments suggested by the manufacturer for his display. Individual peg panels can be used for counter display or mounted on pegboard to make a compact wall display. Peg panels are yellow and the display, charcoal gray. New Britain Machine Co., New Britain, Conn.

Write in No. 213 on card, Pg. 117

**Sellopak Auger Bits**

DISPLAYED on this all-metal panel are several each of the 13 popular sizes of Irwin 62T auger bits in the new Sellopaks. Individual hooks for each size are provided. Only 14 3/4" wide, the panel is ideal for mounting on pegboard, walls, doors, and island tables. For \$10.37, the dealer receives the metal panel and a 13-bit assortment, one each of size 4/16" through 1". Panel facilitates bit selection. The Irwin Auger Bit Co., Wilmington, Ohio.

Write in No. 214 on card, Pg. 117

**Hacksaw Blade Unit**

COUNTER OR WALL merchandising of Black Diamond hacksaw blades is facilitated by a display unit from Nicholson File. The unit contains 20 flexible high speed molybdenum blades, and 60 special shatterproof standard steel blades. The 8" x 18" display itself is free with the purchase of these items. Fixture is of all-metal construction, finished in high-visibility colors, and is a permanent sales aid. Replacements can be ordered. Nicholson File Co., Providence, R. I.

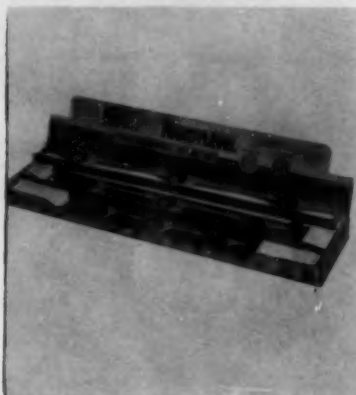
Write in No. 215 on card, Pg. 117

**Corrugated Handle Stand**

CONSTRUCTED of tough corrugated board, this display stand exhibits Marion tool handles made of Appalachian mountain hickory. Shipped flat, the stand sets up into a rigid display which requires no cutting, stitching, or taping. Requiring a space of only 8 1/2" x 15", it holds 12 ax, mattock, or sledge handles. It is supplied to dealers by wholesalers as a bonus for orders of two dozen or more of the handles. Marion Handle Mills, Inc., Marion, Va.

Write in No. 216 on card, Pg. 117

## Counter Level Display



THIS TRIM-LINED counter display holds four popularly-priced aluminum levels in lengths of 18", 24", and 28". The practical, four-vial aluminum levels have a new ruled working edge calibrated in  $\frac{1}{8}$ " graduations. By purchasing this display assortment dealers save 10 percent over buying the levels individually. Appealing to amateur and professional alike, the assortment costs the dealer \$10.93, and retails for \$18.88. *Exact Level & Tool Co., Inc., High Bridge, N. J.*

Write in No. 217 on card, Pg. 117

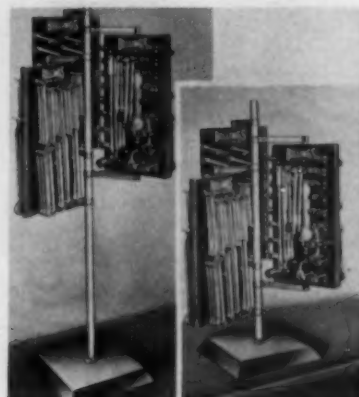
## Wrench Fixture



ADJUSTABLE wrenches in a full range of sizes from 4"-12" are stocked and sold on this stand. Clearly marked as to price and series, the rack holds 12 wrenches. In rich black hardwood, the base takes up only 12" x 5" of counter space. Included with this display is a bolt and nut on which the customer may test the features of the wrench. With the purchase of the wrench assortment, the merchandiser is free. Shipping weight is ten pounds. *P & C Tool Co., Portland 22, Ore.*

Write in No. 218 on card, Pg. 117

## Tool Merchandiser



STEEL POLE merchandisers for Life-Time wrenches, sockets, and tools are now available as 5' high, eye-level floor merchandisers, or as 40" high counter displays. Both are furnished with either four or six back-to-back metal displays. Heavy duty brackets holding the displays onto the steel pole permit the displays to revolve. Enameled royal blue with bright yellow lettering; available with or without metal displays. *The Billings & Spencer Co., Hartford, Conn.*

Write in No. 219 on card, Pg. 117

## Soldering Iron Display



A MULTICOLOR sturdy masonite and wood display which holds six Electric Soldering Irons of the dealer's own choice is given without charge with the purchase of the selected irons. There is storage room for 12 additional irons. The merchandiser comes assembled and the dealer inserts the soldering irons. It is packed in a reshipper; one display to a carton weighing seven pounds. Dimensions are 18" x 17" x 3 $\frac{1}{2}$ ". *P. Wall Manufacturing Co., Grove City, Pa.*

Write in No. 220 on card, Pg. 117

## Wood Bits for Drills



SEVERAL each of the 13 sizes— $\frac{1}{4}$ "-1"—of the Speedbor wood bits for electric drills are displayed on an all-metal panel. This panel shows entire stock in 1 $\frac{3}{4}$ " space on wall, door, pegboard, or island table. With the purchase of 20 Speedbor bits—two each in even sizes and one each in odd sizes—at the regular price of \$10, the panel is provided without charge. Packaged in individual Sellopaks, bits retail at 75 cents each. *The Irwin Auger Bit Co., Wilmington, Ohio.*

Write in No. 221 on card, Pg. 117

## Soldering Paste Carton



TILTED for better display of the merchandise, this carton contains the two-ounce cans of Farsol soldering paste. The counter display box measures 4 $\frac{1}{4}$ " x 4" x 6 $\frac{3}{4}$ ", and is decorated in colors matching the Farsol can. Also available are the  $\frac{1}{2}$ -pound and one-pound cans packaged in lithographed boxes for eye-appeal on the shelf. The two-ounce,  $\frac{1}{2}$ -pound, and one-pound cans retail for 20 cents, 60 cents and \$1.00, respectively. *Farrelloy Co., Philadelphia 21, Pa.*

Write in No. 222 on card, Pg. 117

## Dispenser, Blade Selector



A DISPLAY and a Replacement Blade Selector to facilitate selling tape rule refills is announced. The steel display is lithographed in yellow and green; has 6 broad hooks for hanging 4 lengths of  $\frac{1}{4}$ " blades, and 2 lengths of  $\frac{3}{4}$ ". Selector is slide chart device that designates proper refill. Both are free with assortment of 16 White Clad Replacement Blades in new display packages. Retail price, #RW16, \$14.90. The Lufkin Rule Co., Saginaw, Mich.

Write in No. 223 on card, Pg. 117

## Workshop Hardware Set



PACKAGED metal tool holders and brackets for making folding table legs and saw horses are featured on this display rack available to Larson dealers. These "Make Your Own" construction sets are packed in three-color boxes. A special arrangement offers the display rack free with a balanced assortment of construction sets all packaged in one case. The racks can be purchased at small cost without an assortment. Chas. O. Larson Co., Sterling, Ill.

Write in No. 224 on card, Pg. 117

## Folding Rule Cards



A NEW LINE of three folding 6' rules is offered on individual slim line cards designed to save space and assist sales. The carded rules fit into exactly the same space as uncarded ones. Listed on the cards are the outstanding features of the rules. Conveniently punched, these carded rules can be hung from pegboard, kept in stock bins, or sold right from display box. Made of fine hard maple, the rules feature rugged, long-lasting joints. Durall Tool Corp., Yonkers, N. Y.

Write in No. 225 on card, Pg. 117

## Builders' Adhesives



FOR USE with or without the folding base, this counter display carton is made available to dealers by distributors of Atlas builders' adhesives. The 16" x 24" x 14" counter unit holds two one-gallon and six one-quart cans. Products included are linoleum paste, waterproof adhesive, wall tile and asphalt tile cement, cove base cement, and quick setting floor and tile cement. A slotted, full-color panel features several uses of adhesives. The Flintkote Co., New York 20, N. Y.

Write in No. 226 on card, Pg. 117

## Cement Patch Sales Panel



FITTING over a standard size package of Atlas Latex cement patch, this stand-up panel is 10" x 16", die-cut, and printed in two colors. There is no charge for the counter display card. The unit contains both liquid and dry premix for small patch work in concrete walls and floors. Illustrations show uses of the cement patch, and a list of six special features of the product helps customers determine whether this satisfies their needs. Flintkote Co., New York 20, N. Y.

Write in No. 227 on card, Pg. 117

## Paint Brush Rack



HANLON & GOODMAN is augmenting its merchandising program for its Silver Crest line with a new, three-way display rack. Flexibility of display is given with this rack, which can be used as a counter rack, swinging wall display, or as a stationary wall display. Single prongs on the 16" x 25 1/2" rack accommodate four or five each of any seven drilled handle brush models. With purchase of prescribed number of brushes, rack is free. Hanlon & Goodman Co., Belleville 9, N. J.

Write in No. 228 on card, Pg. 117



## Rack For Paint Brushes



ACCOMPANYING orders for an assortment of these brushes is a free display rack suitable for use on store islands or counters. Hanging from the rack are brushes, both pure bristle and Tynex nylon, mounted on die-cut cards. Dealers stand to realize a 40 percent profit from brush sales. Each brush is pre-packaged in heavy acetate for easier selling and handling. Each card has printed instructions on their care. Baker Brush Co., Inc., New York 13, N. Y.

Write in No. 229 on card, Pg. 117

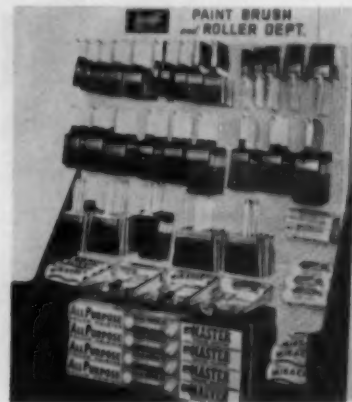
## Household Brush Display



THE NEW No. 1750 Brush Display contains 12 different styles of the most popular household brushes. All brushes are prepriced and furnished in assorted pastel colors. The pegboard rack and 12 hooks are free. Rack is 26 3/4" x 39" and can be mounted horizontally or vertically as a counter or island display. Removable legs allow it to be used as a wall merchandiser. A large sign bearing the company name tops the display. Wright-Bernet, Inc., Hamilton, Ohio.

Write in No. 230 on card, Pg. 117

## Compact Paint Department



IN THIS COMPACT UNIT are reportedly all necessary accessories for a complete paint brush and roller department. The display may be used as an island counter, or it may be placed against a wall. All necessary hardware is included with the display, which is sold outright at a cost of \$50. It may also be obtained at no charge to the dealer by carrying a complete line of Jacobus' brushes and rollers for a two-year period. A. G. Jacobus' Sons, Inc., Verona, N. J.

Write in No. 231 on card, Pg. 117

## Razor Blade Scrapers



RAZOR BLADE SCRAPERS, made of durable plastic, are now being marketed on the new #127 Hyde display. The display, a wire rack just 6" wide, has four hooks, which hold 24 scrapers. Available in four colors, red, yellow, blue, and green, the scrapers have many uses around the home, auto, and workshop, the company states. Scrapers, wire rack, and identification cards are packed complete in one corrugated container. Hyde Mfg. Co., Southbridge, Mass.

Write in No. 232 on card, Pg. 117

## Carded Workbench Knives



AN ASSORTMENT of three industrial knives used by leather - and wood craftsmen for over 50 years has been placed on the market. The individually carded #C126 workbench knife assortment includes an all-purpose knife with hawkbill point, a wood carver with strong point blade, and a square point blade trimmer. Knives are available in red, yellow, or green on green, lavender, and white cards. Packed in corrugated container. Hyde Mfg. Co., Southbridge, Mass.

Write in No. 233 on card, Pg. 117

## Home Tools Tower



SEVENTEEN different, individually carded putty knives, wall scrapers, and paint scrapers are stocked on this 5 1/4' tall all-wood floor fixture. Painted in gold and wine, the revolving fixture has card hanging hooks which aid self-service volume. It is given at no charge with the 17-tool assortment. Display, hooks, and tools are packed in one corrugated container. The paint-up and fix-up tool tower stands in only 14" of floor space. Hyde Mfg. Co., Southbridge, Mass.

Write in No. 234 on card, Pg. 117



**Squeeze Bottle Marker**

EIGHT colors available in plastic bottle Squeeze marker are shown arranged on a palette in this counter or window display card. This card also suggests a few of the many uses for the versatile marking device. A sample Squeeze marker is attached to the card, which measures 10 $\frac{3}{4}$ " x 14". One display card may be obtained free with each order of three dozen Squeeze bottles in assorted colors. Felt-Point Pen Division, Marsh Co., Belleville, Ill.

Write in No. 235 on card, Pg. 117

**Paint Brush Products**

SPECIALLY DESIGNED to promote self-service and impulse sales, a sturdy revolving brush merchandiser is available to paint products dealers. It comes at no extra cost with the purchase of an assortment of Baker pure bristle and Tynex nylon brushes. Finished in 13 colors, the unit measures 24" x 26", and turns at the flick of a finger. Brushes are held securely by special "snug-fit" holders. The display is called the Bakerama. Baker Brush Co., New York 13, N. Y.

Write in No. 236 on card, Pg. 117

**Paint Roller Dispenser**

OF INTEREST to dealers is this revolving display of paint rollers. The Rollerama holds a complete complement of rollers on its upper part; frames, trays, and boxed sets are on its lower part. Small 1 $\frac{1}{2}$ " x 3" rollers are attached on the sides. It is free to retailers who buy an initial set of rollers. The cost is less than \$100. It serves as an island merchandiser, counter display, or pegboard roller sleeve dispenser. Rollers by Baker, Inc., Brandon, Vt.

Write in No. 237 on card, Pg. 117

**Color Chip Cabinet**

SHOWING 314 actual color chips, this custom color cabinet was designed for use by Minnesota Paint dealers. Included are today's 20 most popular colors, as determined by a recent nationwide survey. On back of each color chip is formula for correct mixing. For customer convenience, a loaner book of large color swatches is included with the cabinet. Display is free to dealers handling the Minnhue custom color system. Minnesota Paints, Inc., Minneapolis, Minn.

Write in No. 238 on card, Pg. 117

**Boxed Brush Assortment**

ITS CHROME trim sets off this compact unit and gives it the name Chrome-King. The two-shelf rack holds and shows boxed quantities of the Tynex nylon Rubberet #1135 varnish brush line. Included are 12 touch-up brushes, 2" and 2 $\frac{1}{2}$ " trim brushes, and 2 $\frac{1}{4}$ " and 3" panel brushes. Recommended for use near cash registers and color selection charts, the rack is one of three offered by the company to aid in fall merchandising efforts. The Rubberet Co., East Newark, N. J.

Write in No. 239 on card, Pg. 117

**Kraft Board Brush Cover**

DESIGNED in four-color, heavy-duty kraft board, these brush jackets present a striking impulse-sales display. Red and white trademark is against a yellow and green background. Brushes have predrilled hole to allow mounting on pegboard or rack display. The new snap jacket protects against bristle damage by display, shipping, or customer handling. Illustrated brush care data appears on back of jacket. David Linzer & Sons, Inc., New York 3, N. Y.

Write in No. 240 on card, Pg. 117

**Pegboard Tool Display**

TO ADD NEW life to tool sales, the colorful #1031 Display-Assortment is offered. The display is 18" wide, 6½" deep, 28½" high, and is shipped assembled. It can be used on counters or mounted on the wall. The pegboard display and the special tool hangers with price tags are free with the tool assortment. Shipping weight is 22 pounds. Panel at top carries suggestion to paint up, fix up, clean up. Warner Manufacturing Co., Minneapolis, Minn.

Write in No. 241 on card, Pg. 117

**Spray Enamel Stand**

TO DISPLAY Pittsburgh's new Water-spar spray enamel, this metal rack is available to dealers free of charge with initial purchase order of six cans of each of the 14 colors offered in the spray line. Worth \$13.35, the rack provides what is said to be a complete self-service unit built to save space and selling time and designed to attract customer attention. Eye-level color chip panel shows the available finishes. Pittsburgh Plate Glass Co., Pittsburgh 22, Pa.

Write in No. 242 on card, Pg. 117

**Double Action Salesman**

PROVIDING double action service to the dealer, this revolving pegboard panel and display board sells brushes and sells other items from the store. In only one square foot of counter area, this rack shows brushes ranging from 1" through 4". The complete assortment includes 12-dozen pure black bristle brushes. Dealer pays special price of \$99.00 for assortment, receiving 12 promotional brushes free. Pittsburgh Plate Glass Co., Brush Division, Baltimore, Md.

Write in No. 243 on card, Pg. 117

**Color Cascade**

DISPLAYED on this Color Cascade unit from Sherwin-Williams are 130 matching colors in Super Kem-Tone, a latex wall paint, and Kem-Glo, an alkyd enamel. The entire display, which is lighted by a fluorescent bulb for easier viewing by customers, includes a book of full-page color swatches for quick and easy selections of color combinations, and a complete selection of take-home paint chips. The Sherwin-Williams Co., Cleveland 1, Ohio.

Write in No. 244 on card, Pg. 117

**Coaters and Dusters**

MASON DUSTERS or masonry coating brushes are in this compact display carton which features a back panel listing many new suggested uses for all-purpose brushes. From the many detached colored handles, customers may select the handle they want. Assortment contains two dozen brushes, which include three different duster sizes. Cost to dealer is \$15.04, and his gross profit is 40 percent. Pittsburgh Plate Glass Co., Brush Division, Baltimore, Md.

Write in No. 245 on card, Pg. 117

**Putty Knives, Scrapers**

DESIGNED for the professional or the do-it-yourself home craftsman is this assortment of putty knives and scrapers. Knives are of quality steel with the choice of handles in rosewood or beach. All are attached on colorful cards and blister packed to keep them fresh and free from rust, thumbprints, and soiling. Wrought-iron counter display is furnished to dealers without cost with 36-piece assortment of 1¼" putty knives and 3" scrapers, Goodell Co., Antrim, N. H.

Write in No. 246 on card, Pg. 117

**Woodstain Sample Rack**

TWELVE pieces of plywood, each finished in a Wonder woodstain to show exact effect obtained on new or re-sanded plywood panels, are included on this stylish metal display. The holder, finished in flat black, displays a one-quart sample can of the product. Display comes completely assembled. Its dimensions are 17¼" x 13" x 4¾". Shipping weight is three pounds, and it is free to dealers. Peaslee-Gaulbert Paint & Varnish Co., Louisville, Ky.

Write in No. 247 on card, Pg. 117

**Color Chip Selector**

GROUPED in different color ranges, 192 decorator-selected wall colors make up a color library. Ten chips of each color are on the 37½" x 35¼" x 4" rack. Replacement chips are available in envelopes of ten chips. Dial at upper right of display makes decorating easy by matching up selected color chip with a suggested color scheme. Rack and chips are packed in carton weighing 24½ pounds. Peaslee-Gaulbert Paint & Varnish Co., Louisville, Ky.

Write in No. 248 on card, Pg. 117

**For Painting, Glazing**

A SPECIALLY-SELECTED assortment of 30 painter's and glazier's tools is offered on this merchandise rack. Carded, plastic-coated putty knives, wall scrapers, and broad knives are carried on this rack. The blue enameled, heavy steel wire rack can be used as a revolving counter display or, hung from pegboard, as a stationary wall display. Price of ensemble to dealers is \$19.35, and the retail value of tools is \$32.25. Rack holds up to 50 tools. Red Devil Tools, Union, N. J.

Write in No. 249 on card, Pg. 117

**Paint Supplies Unit**

PROVIDING sufficient room for showing a complete line of brushes and rollers by Rubberset, this display unit has a perforated panel which holds up to 40 brush sizes and shelves for rollers and other supplies. The shelves are natural finished birchwood; the panel is white, and the legs are gleaming chrome. The Painter's Paradise fixture is one of three being offered free of charge with set assortments to help dealers in winter sales. The Rubberset Co., East Newark, N. J.

Write in No. 250 on card, Pg. 117

**Push Button Enamel**

STOCKED on this wrought iron display stand are 48 bomb-type cans of 16-ounce Red Devil spray enamel for all-purpose use. The rack is 22" x 11½" x 8¼", and stocks three cans of each of the 16 fast-drying colors. Each cap denotes the color of paint contained in the can. The entire stock and display rack come in three packages. Cost to the dealer is \$48.96. Each can retails at \$1.09, allowing a profit of \$32.16. Red Devil Chemical, Inc., Mt. Vernon, N. Y.

Write in No. 251 on card, Pg. 117

**Boxed Wood Preservatives**

WOOD PRESERVATIVES by the King company are now in new salesmaker displays. The preservatives, Penta and Coppo, are designed for use on wood, rope, canvas, and nets. The colorful, 13 square inch displays can be used on counters or stacked in threes to make an island display. Short, to-the-point selling copy is printed on the displays, and the outsides of the cartons are simulated wood grain. These cartons invite customer self-selection. King Chemical Co., Memphis 6, Tenn.

Write in No. 252 on card, Pg. 117



**Precut Screening**

THIS colorful self-service display unit contains 25 rolls of Cyclone pre-cut Fiberglas insect screening. Five rolls each of four popular widths, 26", 28", 30", and 36", are in each unit. Each roll of the screening is 66" in length, and will cover a standard door or window. The unit weighs 15 pounds and measures 10½" x 10¾" x 36½". Refill rolls are available in the widths mentioned above. Cyclone Fence Dept. American Steel & Wire Division, U. S. Steel Corp., Cleveland 13, Ohio.

Write in No. 253 on card, Pg. 117

**Screen Wire Dispenser**

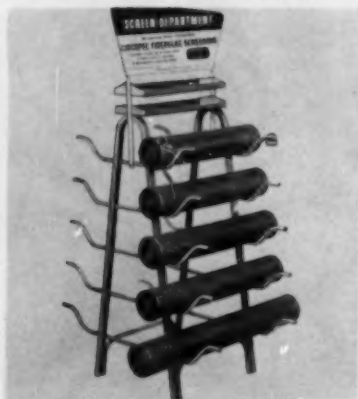
SUPPLEMENTING their single-sided rack, this double-sided dispenser has been introduced by New York Wire Cloth Co. It holds ten rolls in widths 26"-36". Space for reserve storage is provided. Two open shelves are fitted with rollers to allow easy pullout of the screening for measurement and cutting. Footages are marked along edge of all Opal screening. Back is ¾" aluminum tubing, and is 25" x 59" x 39½". New York Wire Cloth Co., York, Pa.

Write in No. 254 on card, Pg. 117

**Insect Screening Bin**

ROLLS of aluminum screen are now displayed in this Quik-Tak bin, appealing to the do-it-yourself market. Each bin holds 16 rolls of screening. Rolls are 66" long and in standard widths up to 42". These rolls are designed for the convenience of the buyer who wants to repair a single window. The carton converts to a handsome floor display. With every roll of screening comes a packet of aluminum nails. Phifer Wire Products, Tuscaloosa, Ala.

Write in No. 255 on card, Pg. 117

**Screen Department**

FOR DISPLAYING, dispensing, and selling its Fiberglas screening, the company offers a "complete screen department" display rack. The rack is 2' x 3' and stores and displays 16 rolls of screening. It also has two trays for related items—tools, fasteners, etc. New moveable measuring tape permits screening to be dispensed without lifting or handling. The display provides a permanent year-around fixture. Chicopee Mills, Inc., Lumite Division, New York, N. Y.

Write in No. 256 on card, Pg. 117

**Window Glass Mobile**

COMBINING features of the mobile and easel-type display, this display can be hung or set up in salesrooms, on counters, or in show windows to help stimulate sales of Libbey-Owens-Ford window glass. Advantageous locations are near the L-O-F glass rack, cutting table, or cash register. Virtually every home, the company said, has one or more lights of cracked or broken glass. The mobile serves as a reminder to replace it. Libbey-Owens-Ford Glass Co., Toledo 3, Ohio.

Write in No. 257 on card, Pg. 117

**Miniature Sliding Door**

BOTH of these 1-3/8" doors slide freely to demonstrate installation of Leigh sliding doors. The 16½" x 11½" model makes an impressive counter display and attracts much attention, the company says. Unit consists of tracks, hangers, floor guides, and door pulls. The doors are in a clear grain finish. Unit is packed in a heavy shipping container and weighs nine pounds. Leigh Building Products, Division of Air Control Products, Inc., Coopersville, Mich.

Write in No. 258 on card, Pg. 117



**Weather Stripping Reels**

BECAUSE of its special spring wire construction, Inner Seal house weather stripping is said to possess great flexibility and ruggedness. Of sponge rubber, it has a neoprene coating resistant to oil and water. Inner Seal is available in beige or white. Both are packed 500' to a reel, and both offer a high dealer profit margin. Inner Seal is also packed in 10', 17', and 100' rolls and in self-service packages. Bridgeport Fabrics, Inc., Bridgeport, Conn.

Write in No. 259 on card, Pg. 117

**Weather Stripping Carton**

STIMULATING sales of standard and molded Dor-Tite sponge rubber weather stripping is this counter merchandise display carton containing the 24 roll #1224 assortment. Illustrated on the package are several of the applications for Dor-Tite. Mounted sample sections enable customers to readily determine their needs for jobs involving weather stripping, protecting, sealing, cushioning, silencing, and insulating. Durkee-Atwood Co., Minneapolis 13, Minn.

Write in No. 260 on card, Pg. 117

**Window Demonstrator**

CONSISTING of four aluminum windows and the threshold line offered by Stanley, this attractive display stand features standard size windows completely operative for demonstration purposes. Completely installed windows include jalousie, sliding unit, awning window, and (with partial fin trim) a double hung window. Installation is optional; a dealer can make up display from any unit in company line. Stanley Building Specialties Co., North Miami, Fla.

Write in No. 261 on card, Pg. 117

**Friction Tape Sales Aid**

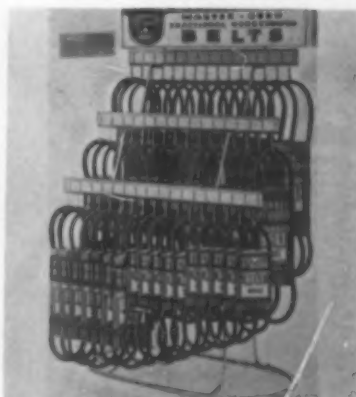
DEALERS of Bull Dog friction tape may now secure a self-service counter merchandiser. The display requires less than one square foot of counter space. One free display is shipped in each case of 72 rolls of #4 Bull Dog friction tape, providing 36 rolls for the merchandiser and 36 rolls as reserve stock. Each roll is pre-priced, cellophane wrapped, and labeled. Boston Woven Hose & Rubber Co., Division of American Bilrite Rubber Co., Boston 3, Mass.

Write in No. 262 on card, Pg. 117

**Electric Wire Products**

FOR DISPENSING electric wire, dealers may obtain this all-steel floor or counter rack. It is shipped with 500' #18 SP-1 brown rubber lamp cord, 250' #18 SPT-1 ivory plastic lamp cord, 250' #18 SV and 250' #16 SJ rubber-jacketed service cords, all listed by UL. The rack has built-in ruler and wire cutter, and measures 17½" x 17" x 30½". The entire assortment has retail value of \$82.50; dealer cost is \$52.50. Royal Electric Corp., Pawtucket, R. I.

Write in No. 263 on card, Pg. 117

**Fractional Hp Belts**

INCLUDED in the #60 general duty V-belt assortment are merchandising display rack for floor or wall, belt measuring device, and a comprehensive application guide catalog covering equipment from air conditioners through washing machines. The V-belt assortment is made up of 60 belts from 43 sizes, and meets 85 percent of popular demand for fractional horsepower V-belt replacements. Each belt is clearly identified. Durkee-Atwood Co., Minneapolis, Minn.

Write in No. 264 on card, Pg. 117

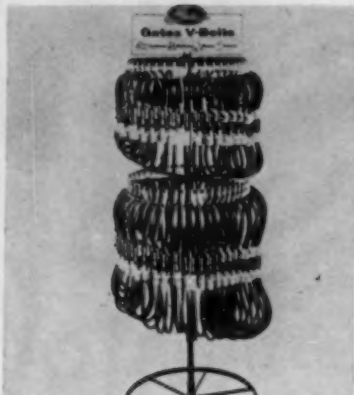
### Recessed Ceiling Lights



A REPRESENTATIVE line of Moe Light recessed ceiling fixtures is shown on this floor level display. All fixtures are individually packaged and shipped directly to the dealer, and are equipped with mounting and wiring kits. Sales helps are included with the 48" x 69" display, which costs the dealer \$31.95. Dealer cost of fixtures is \$168.00. Included with display are two free fixtures with retail value of \$32.90. Thomas Industries, Inc., Louisville 2, Ky.

Write in No. 265 on card, Pg. 117

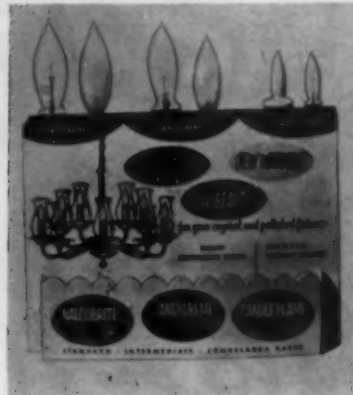
### Revolving V-Belts



COMBINING the features of stocking and selling fixtures, this all-metal floor stand is only 24" wide and 65" high, but it holds over 100 fractional hp V-belts. Both display wheels rotate freely, allowing easy access to all belts no matter where the unit is located. Belt numbers stamped on hooks simplify restocking and reordering. The M-100 merchandiser is shipped complete with 82 Truflex V-belts in 52 sizes. Shipping weight is 40 pounds. Gates Rubber Co., Denver 17, Colo.

Write in No. 266 on card, Pg. 117

### Decorative Lamps Stand



DEPARTING from previous decorative lamp displays, Nalco now supplies its dealers with this stand in bold shades of yellow, red, and blue to direct customer attention to keeping spares on hand. Sample bulbs and information describing the function of each type in the Nalco line are included on the display. Made of paperboard, and in two sections, it is fitted together with slotted edges to form a self-supporting unit. North American Electric Lamp Co., St. Louis 6, Mo.

Write in No. 267 on card, Pg. 117

### Post Lantern Display



FINDING wide usage in promoting Moe Light outdoor fixtures, this post lantern display consists of black aluminum stand, lamp post, and cross arm set to display two additional lamp fixtures. Any of the Moe Light post lanterns can be easily interchanged to show a variety of fixtures. Post lights are in various combinations of black and brass finishes. The display is 84" tall, and its cost to dealers is \$4.00. Thomas Industries, Inc., Louisville 2, Kentucky.

Write in No. 268 on card, Pg. 117

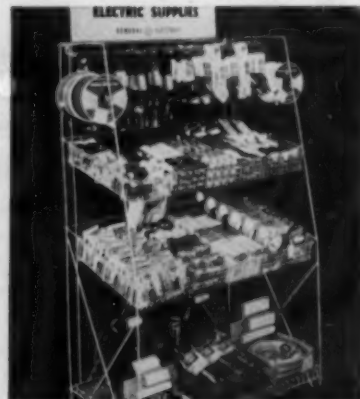
### Light Bulb Assortment



OVER 930 GE bulbs with a list value of \$240 are displayed in this merchandiser offered by General Electric to medium-size hardware stores. The #930 bulb merchandiser, a soft blue wire framed rack, has brass plated baskets. It has two sizes of bins for loose bulbs. Dividers of the unit can be positioned in any way desired. The four-bulb pack, night lights, and three-way appliance, and coloramic bulbs are featured. General Electric Co., Cleveland 12, Ohio.

Write in No. 269 on card, Pg. 117

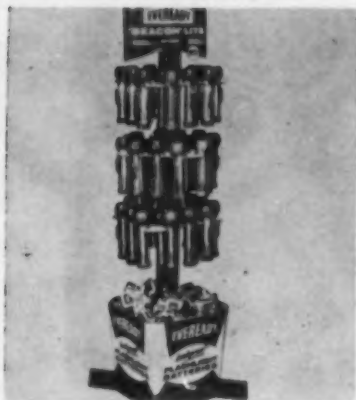
### Electrical Supplies



A WIDE selection of electrical supplies is available with this versatile, all-metal rack. In a compact 33" x 62" x 18" space, the rack has ten hangers holding 100 cord sets; a top tray with 18 graduated bins for small devices; center tray with adjustable partitions; a bottom shelf for bulky items; and hinged spindles accommodating three reels each of spool cord. Available through franchised GE distributors. General Electric Co., Providence 7, R. I.

Write in No. 270 on card, Pg. 117

## Flashlight Tree



ARRANGED on cardboard arms which simulate branches of a tree are 48 flashlights—24 green and copper and 24 red and chrome plate. Mass display unit is 5' high and about 12" square. It features the "Beacon" light, an end-loading flashlight which lists at \$1.29 without batteries. A bin at the bottom holds 96 flashlight batteries, making the display a complete customer self-service unit. National Carbon Co. Division, United Carbide Corp., New York 17, N. Y.

Write in No. 271 on card, Pg. 117

## Plunger Card



THE TOILAFLEX All-Angle Toilet Plunger comes with a colorful display card which has two holes in it to slip over the yellow plunger handle. It may be used in the window or on the counter to feature such advantages of the plunger as its accor-dian-action handle which permits the plunger to bend to fit any size or shape of trap, double-size air chamber, and the suction-groover lip. The Stevens-Burt Co., division of The Water Master Co., New Brunswick, N. Y.

Write in No. 272 on card, Pg. 117

## Plastic Pipe Packaging



ILLUSTRATING the many advantages of Triangle's new plastic pipe packaging program, this counter easel colorfully and clearly depicts the various packaging methods. Full descriptions accompany each illustration relating the types of pipe available. Data is also supplied on types and quantities of fittings supplied in the various carton sizes. The 10" x 12 3/4" easel has a built-in stand, and is available free of charge. Triangle Conduit & Cable Co., Inc., New Brunswick, N. J.

Write in No. 273 on card, Pg. 117

## Dealer-Identifying Decal



IDENTIFYING hardware stores as dealers of Plastex plastic pipe and fittings is this colorful, easily applied decalomania. Designed in black, gold, and white, the emblem is for use on doors, windows, or showcases. Although large enough to attract customers' attention, the 6 1/2" x 9 1/2" decalomania is not so large as to obscure vision of merchandise or persons approaching a door. The emblem may be obtained upon request. The Plastex Co., Columbus, Ohio.

Write in No. 274 on card, Pg. 117

## Flush Control Unit



AN ELECTRIC demonstrator for Seal-O-Matic flush control unit is now available to hardware dealers. Two flashing lights throw illumination from below into the clear plastic tank. Lights flash 35 times a minute, and tank ball is lifted seven times per minute. Base of stand is 16 1/2" wide and 11 1/4" deep, and provides ample space to display one dozen or more Seal-O-Matic units. Entire demonstrator stands 26" high. Radiator Specialty Co., Charlotte 8, North Carolina.

Write in No. 275 on card, Pg. 117

## Cleaner Shipper-Display



THIS shipper-display carton holds eight, one-pound cans of Enzyvator, a dry powder of enzymes and preserved bacteria to aid in reactivating sluggish septic tanks and cesspools. To use the carton as a display, dealer lifts off outer shipper, removes the die-cut card, and mounts it on top of the inner carton. Entire carton including sign is only 7" x 10" x 15". In each carton are various dealer aids and merchandising suggestions. Boyer Chemical Co., Evanston, Ill.

Write in No. 276 on card, Pg. 117



## Drain Cleaner Container



DISPLAYED and sold from this pre-assembled counter-shelf merchandiser is Safe drain cleaner. In the package are six economy-size boxes printed in red, white, and blue. Each box contains six premeasured treatments in foil envelopes. The display card, which forms the cover, is printed in day-glow ink. Packed with the merchandiser is a store poster. Dealer cost is \$10.73; retail value is \$17.88. Circle Research Laboratories, Inc., Glen Ridge, N. J.

Write in No. 277 on card, Pg. 117

## Septic Tank Liquifier



FROM this preassembled counter-shelf merchandiser Septic Aide septic tank liquifier is displayed and sold. Each carton contains six economy-size boxes printed in red, white, and blue. Each box contains six premeasured treatments in foil envelopes. Forming the cover of the container is the display card, printed in day-glow ink. During shipment, a sleeve protects display. Dealer cost is \$10.73; retail value is \$17.88. Circle Research Laboratories, Inc., Glen Ridge, N. J.

Write in No. 278 on card, Pg. 117

## Pump Demonstrator



UTILIZATION of the sound and motion of running water with this counter or window display of Hypro pumps for farm and home is designed to create customer interest. Five different pump models are displayed, including one motor-driven portable pump, complete with Vac-On safety switch. Four wire racks dispense sales literature describing pumps and uses. Not including plastic dishpan, display is 24" x 22" x 9 1/4". Hypro Engineering Inc., Minneapolis 21, Minn.

Write in No. 279 on card, Pg. 117

## Pump Parts Wall Chart



ALL PRINCIPAL parts of the Champion jet water system are shown almost actual size in this three-color wall chart, which measures 35" x 27". This pictorial presentation, along with a full description of each part, helps the dealer to explain the advantages of the product to prospective buyers. The company has found this technique to be of special benefit in pointing up deluxe features of the nationally-known pump line. The Tait Mfg. Co., Dayton 1, Ohio.

Write in No. 280 on card, Pg. 117

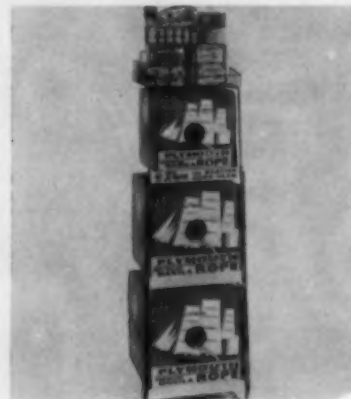
## Adaptable Pump System



STRESSING the adaptability of this Red Jacket pump in switching easily from deep to shallow well operation, this window or floor display is now available to dealers. The display, which is easy to set up, is designed for use with any of the 12-gallon tank models of the CJ line. The compact display requires a floor space of only 28" x 16", and is printed in four colors. The display is free on request to the factory. Red Jacket Mfg. Co., Davenport, Iowa.

Write in No. 281 on card, Pg. 117

## Rope Dispensing Rack



DESIGNED for the dealer with small but steady rope volume who wants to build up impulse sales, this display and dispensing rack is free when ordered with initial purchase of 16-spool SalesRak unit. Rack dispenses 1/4" and 3/8" diameter ropes in lengths up to 300' and 1/2" rope in lengths up to 200'. Plymouth ropes available for display are GoldLine, nylon, dacron, Ship brand manila, and Ship brand manila anchor line. Plymouth Cordage Co., Plymouth, Mass.

Write in No. 282 on card, Pg. 117



**Rope Pack Rack**

MADE of heavy gauge wire, this rack, designed for display of new unit packs of Columbian Colpack rope, holds one 25' coil and two 50' coils, as well as water ski ropes, ropes in small coils, or twine items on the top shelf. Or, if desired, a small rack holding three 9" reels of Columbian nylon or polyethylene rope may be displayed on this shelf. Only 20" x 30" of floor space is taken up by this rack, allowing display of other products Columbian Rope Co., Auburn, N. Y.

Write in No. 283 on card, Pg. 117

**Mill Products Rack**

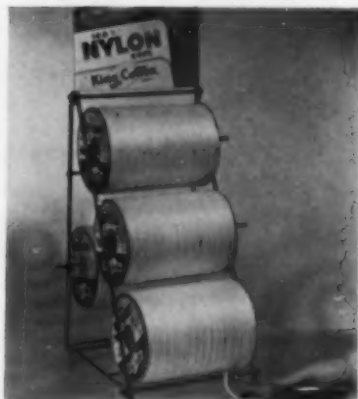
AN ALL METAL black wrought iron finish wire display rack for merchandising products of Cleveland Mills is offered by the company. The rack is loaned to retail merchants for use exclusively with Mike products. The company reserves the right to refuse the loan of any rack, however. All racks are f.o.b. mill or warehouses unless shipped with an order. Rack dimensions are 22 1/2" x 57 3/4" x 17". Its shipping weight is 21 pounds. Cleveland Mills Co., Lawndale, N. C.

Write in No. 284 on card, Pg. 117

**Manila Rope Display**

GOOD INVENTORY of 1/4", 5/16", 3/8", 1/2", 5/8", and 3/4" manila rope in a minimum floor space is given a dealer with this compact rope sales center. Spools are connected, making possible unit sales from one foot to several hundred feet. Display rack itself is of heavy gauge steel rod, and is completely assembled and in three colors. The rope, according to its makers, is made to exceed government specifications TR601A. King Cotton Cordage, New York 8, N. Y.

Write in No. 285 on card, Pg. 117

**Nylon Rope Dispenser**

THIS COUNTER display for nylon rope is only 24" high and stands in less than one square foot of counter or shelf space. The rack quickly and efficiently dispenses nylon rope in sizes 1/4", 3/16", 1/4", and 5/16". Dealers have a choice as to size assortment. The four-reel rack allows nylon rope sales with a minimum inventory. The wire display rack is free with initial order for four or more spools of nylon rope. King Cotton Cordage, New York 8, N. Y.

Write in No. 286 on card, Pg. 117

**Octagonal Box Rack**

ROPE by Fittler, packed in the new octagonal box, can be shown to good advantage on this octagonal box rack available to dealers. Using only 20" x 22", it holds one #25 and two #50 boxes on its shelves. The top shelf, or the detachable basket can be used for stocking water ski ropes, small coils of rope, or balls of twine. This sales aid may be obtained by dealers at a fraction of its manufacturing cost with an order for 300 lbs. of rope. The Edwin H. Fittler Co., Philadelphia 24, Pa.

Write in No. 287 on card, Pg. 117

**Twine Sales Rack**

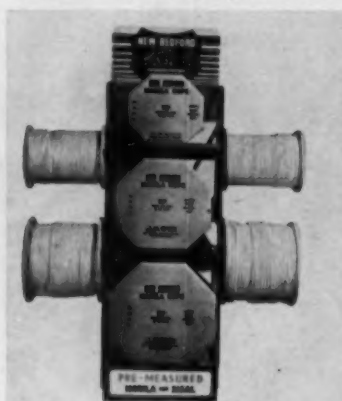
PREPACKAGED balls of twine in dispenser domes of clear plastic are sold on this merchandising rack specially developed as a dealer aid in selling the Twinedomes. The 9 1/4" x 16" rack holds 12 Twinedomes and can be used as a free-standing counter display or hung on a pegboard. Rack is provided free with half-gross packs. Twine-dome twines come in grades for every home and garden use for retail at 39 and 49 cents. The Linen Thread Co., Inc., Paterson 12, N. J.

Write in No. 288 on card, Pg. 117

**Sleeved Manila Rope**

PREMEASURED rope in 35' sleeves is available to hardware stores in  $\frac{1}{4}$ ",  $\frac{3}{8}$ ", and  $\frac{1}{2}$ " sizes in cartons of six, 12, and 20 hanks. Each hank is connected for continuous length selling up to 700'. Approximate gross weight of each carton is 18 pounds. Dealer simply removes outer cover of carton and Handi-Hanks are ready for sale. The colorful sleeve catches customer attention and helps sales, the company states. *New Bedford Cordage Co., New Bedford, Mass.*

Write in No. 288 on card, Pg. 117

**Dual-Purpose Rope Stand**

BOTH packages and reels can be stocked and displayed on this space-saving rope stand. As a wall or island display, it occupies only a few feet of floor space. Reels of  $\frac{1}{4}$ "- $\frac{3}{4}$ " rope and packaged coils of 50' and 100' are included on the stand. Quicker customer service is provided because all merchandise is readily accessible from the front. Display is free with an assortment of manila, nylon, dacron, or polyethylene rope. *New Bedford Cordage Co., New Bedford, Mass.*

Write in No. 290 on card, Pg. 117

**Cellophane-Wrapped Rope**

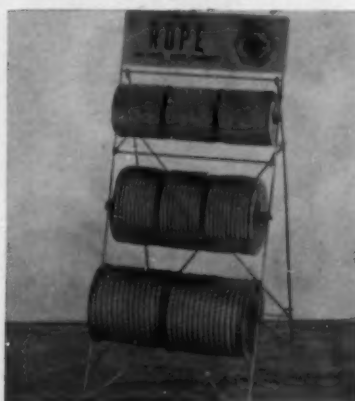
CELLOPHANE-WRAPPED manila and sisal rope, suitable for counter, window, and floor display is in this basic HandyPak unit containing 13 coils packaged in lengths of 50' and 100'. This method of packaging allows the dealer to be safely in the rope business with the very minimum investment, according to the manufacturer, who adds that this rope sales unit means small inventory, fast turnover, and a high profit margin. *Plymouth Cordage Co., Plymouth, Mass.*

Write in No. 291 on card, Pg. 117

**Rope Coil Merchandiser**

A SELF-SERVICE rope display, designed for increasing sales of conveniently packaged coils of 50' and 100' manila or sisal rope, is now available to dealers. It is supplied at no cost with an initial order of  $\frac{1}{4}$ ",  $\frac{3}{8}$ ", and  $\frac{1}{2}$ " diameter rope. The top shelf will hold other rope or twine items. All coils are individually wrapped in polyethylene. Less than four square feet of floor space is required for the display. *Columbian Rope Company, Auburn, New York.*

Write in No. 292 on card, Pg. 117

**Compact Rope Department**

THIS RACK provides a convenient place for all rope for on-the-floor selling. The rack is free to dealers upon the purchase of three cartons of standard sizes from  $\frac{1}{4}$ " to  $\frac{3}{4}$ " in diameter, plus one carton of 50' or 100' HandyPak. To obtain the rack, a dealer's minimum order must weigh 150 pounds. Less than two square feet of floor space is taken up by the all-purpose rack. The basket holds small rope goods. *Plymouth Cordage Co., Plymouth, Mass.*

Write in No. 293 on card, Pg. 117

**Metal Rope Dispenser**

DEALERS can stock, display and sell rope right from this multi-use, all-metal rope dispenser, making it practically a complete department in itself. It holds a complete range of rope sizes in cartons and on reels, yet it occupies less than two square feet of floor space. With orders for 150 pounds of manila, nylon, dacron, or polyethylene rope on wooden reels or in cartons it is provided free of charge. *New Bedford Cordage Co., New Bedford, Mass.*

Write in No. 294 on card, Pg. 117

## Self-Dispensed Rope



ROPE SALES are made easier and rope is kept clean and snarl-free from factory to customer with this self-dispensing rope display carton. Cartons are available in sizes to hold full or half coils of New Bedford manila rope, which is premeasured and premarked at ten foot intervals. With this conveniently prepared product, salesmen can quickly select proper length, cut it exactly, and sell all rope, without costly waste. New Bedford Cordage Co., New Bedford, Mass.

Write in No. 295 on card, Pg. 117

## Rope in Square Boxes



ALL POPULAR hardware and boating sizes of rope up to  $\frac{3}{4}$ " in diameter are packaged in Plymouth's new square cartons, which have no coil lashings. The rope is packed in multiples of 500' and is priced the way dealers sell it, by the foot. The rope is already measured—marked every ten feet—but the marking in no way disfigures the rope. Easy to use, the carton feeds from the top or from the front. Plymouth Cordage Co., Plymouth, Mass.

Write in No. 296 on card, Pg. 117

## Rope Dispenser



USING the merchandiser #57, either carton, reels, or any combination of both can be placed on this rope display rack. It is designed to facilitate display and dispensing of rope from the firm's new unit packages. Rope feeds smoothly through guides to a simple and accurate measuring device, after which it may be cut to any desired length. Constructed of heavy gauge steel, it is finished in light gray enamel. Will hold six full reels. Columbia Rope Co., Auburn, N. Y.

Write in No. 297 on card, Pg. 117

## Hodell Chain Paillette



BRIGHTLY PAINTED Paillettes like this one supply proof coil and BBB coil chain in four sizes— $\frac{3}{8}$ ",  $\frac{5}{16}$ ",  $\frac{3}{4}$ ", and  $\frac{1}{2}$ "—and in a choice of three finishes. The color of metal container identifies chain—red for BBB coil, and green for proof coil—for easy handling and for attractive floor, window, or counter display. Dealer's cost varies with type, size, finish, and quality of chain per container. Hodell Chain Co. Division, National Screw & Mfg. Co., Cleveland 3, Ohio.

Write in No. 298 on card, Pg. 117

## Welded Chain Display



DISPLAYING a complete stock of Blue Temper Proof Coil chain, this attractive new unit takes up only one square foot of counter or floor space. Shipped preassembled and ready for use, the unit is 24" high when used for counter display and 39" high when used as a floor unit. This chain assortment, containing  $\frac{3}{16}$ " and  $\frac{1}{4}$ " chain in 10', 15', and 20' lengths, and the  $\frac{5}{16}$ " chain in lengths of 10' and 15', is said to be an ideal starting stock. Campbell Chain Co., York, Pa.

Write in No. 299 on card, Pg. 117

## Chain Link Trellis



ATTRACTIVELY packaged, this carry-home display carton contains Cyclone chain link aluminum trellis. Measuring  $13\frac{3}{4}$ " x  $24$ " x  $4$ ", it weighs about 2 $\frac{3}{4}$  pounds. The trellis, 24" wide, is made of 12-gauge aluminum wire, and comes in both 8' and 10' lengths. Six display cartons packed in each shipping case weigh 17 pounds. Installation directions appear on every package. Cyclone Fence Dept., American Steel & Wire Division, U. S. Steel Corp., Cleveland 13, Ohio.

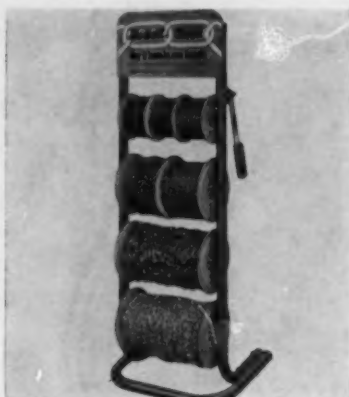
Write in No. 300 on card, Pg. 117



**Precut, Packaged Chain**

THIS Blue Temper pre-cut packaged chain eliminates measuring and cutting, and is attractively boxed for display. Boxes are labeled as to grade and size, and are ready for pricing. Chain keeps clean—no dirty hands or clothing. Proof Coil chain is available in 3/16", 1/4", 5/16", and 3/8" in lengths of 10', 15', 20', 50', or 100'. All Blue Temper is hall mark chain with grade and manufacturer marks on alternate links. Campbell Chain Co., York, Pa.

Write in No. 301 on card, Pg. 117

**Chain Reel Rack**

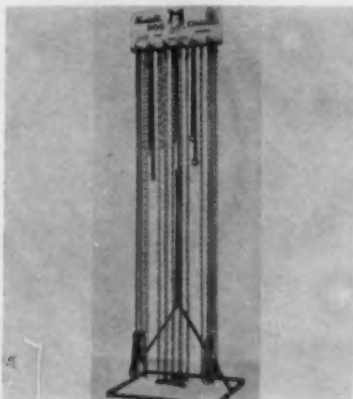
A CHOICE of four initial chain assortments is available with this tubular steel frame rack. It has four reels for chain display and mounts a handy chain cutter. The unit stands 57" high, and is 19 1/2" wide and 16 1/2" deep. Illustrated is the Hodell Great Lakes assortment, seven reels at a cost to the dealer of \$93, complete with chain, display rack, and cutter. Retail value is \$173.75. Hodell Chain Co. Division, National Screw & Mfg. Co., Cleveland 3, Ohio.

Write in No. 302 on card, Pg. 117

**Chain Counter-Pak**

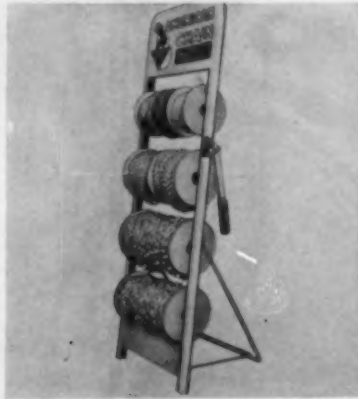
FROM MINIATURE built-in reels, this handy counter display dispenses small size chain. It appeals to the do-it-yourself trade by listing prominently the best selling points of the chain and offering some suggested applications for them. The counter-pak contains four types of chains. They are clearly marked as to name and number, and a space is left for the price. The reels are refilled from stock. American Chain Div., American Chain & Cable Co., Inc., York, Pa.

Write in No. 303 on card, Pg. 117

**Dog Chain Stand**

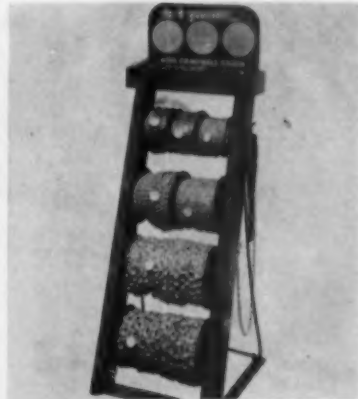
BRIGHT-PLATED dog leads, exerciser chains, and choke chain collars are part of the 36-piece starter stock assortment that accompanies this well-balanced, sturdy, bar steel display. It measures 15" x 18" at the base, and weighs seven pounds. Cost to dealer complete is about \$24. Economical, separately packaged refill units of each item are available to replenish stock as needed. Hodell Chain Co. Division, National Screw & Mfg. Co., Cleveland 3, Ohio.

Write in No. 304 on card, Pg. 117

**Chain Sales-Maker**

CHAIN SALES are made easier and faster because customers can see exactly the kind of chain they want on this display. Available in three popular assortments of various chains, each display stand is equipped with an attached chain cutter. All reels are replaceable. With this display stand, a dealer can have a chain department in less than two square feet of floor space. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

Write in No. 305 on card, Pg. 117

**Chain Reel Stand**

CUSTOMERS can take advantage of the self-service offered by this compact reel display for Campbell chains. Bins for accessories are located on top. A handy chain cutter is attached. The colorful merchandising stand serves as a reminder for customers to get the chain they need. Then they can measure and cut chain to desired lengths. It takes up less than two square feet of floor space, but gives a wide selection to customers. Campbell Chain Co., York, Pa.

Write in No. 306 on card, Pg. 117

## Fire Extinguisher Display



FIRE EXTINGUISHERS for personal purposes, in four colors, come packed one of each color in a self-erecting three-color dispenser. Illustrations of product in use and selling tips are printed on the display which comes fully packed, in corrugated shipping container, and along with advertising materials. Retail value, \$71.80; dealer cost \$45.48, according to the company. Consumer Products Div., American LaFrance Div. of Sterling Precision Corp., Elmira, New York.

Write in No. 307 on card, Pg. 117

## Tarpaulins Rack



EAGLE Double Treated Tarpaulins are available in a free display rack with the Eagle Tarp Assortment. The assortment consists of five tarps, one miniature tarp, and display rack with colorful sign. The sign gives complete information on the resin and vinyl plus aluminum double treatment process. The free display, built of heavy gauge steel, requires only three square feet of floor space and is a \$10 value. H. Wenzel Tent & Duck Co., St. Louis 17, Mo.

Write in No. 308 on card, Pg. 117

## Tear-Tape Shipper-Tray



Using the tear-tape about two inches from the bottom of Gumout PMO shipping carton, dealers convert the carton to a neat cardboard tray for displaying the cans. Then behind last row of cans is placed a three-color display card, which is slotted to fit into the sides of tray. There is no extra charge. Gumout PMO is a cleaner for carburetor and fuel system of small two and four-cycle motors. Pennsylvania Refining Co., Cleveland 4, Ohio.

Write in No. 309 on card, Pg. 117

## Bonus Rain Gauge



OFFERED by the Schwartz company as a bonus to customers who buy a three-carton package of 6 3/4" cloth-faced Perfection Milk Filters, this aluminum rain gauge is valued at 50 cents. Gauge is taped to the package at the factory. The package with the gauge on top makes an attractive shelf or counter display, and is a stimulant in impulse sales. Each Perfection package has 100 discs. There are 36 cartons to a case. Schwartz Mfg. Co., Two Rivers, Wis.

Write in No. 310 on card, Pg. 117

## Knife Blade Merchandiser



THE No. 114 Blade Merchandiser, designed to prompt greater impulse purchasing of hobbycraft and utility tool knife blades, holds a full assortment of 51 colorfully packaged surgical steel blades, with a total list price of only \$27.90. The merchandiser is made of durable, transparent plastic and measures 5 3/4" x 5 3/4" x 1 1/4". Illustrations of various blades, mounted on the plastic cover, serve as a guide for selection. X-acto, Inc., Long Island City 1, N. Y.

Write in No. 311 on card, Pg. 117

## Self-Service Glue Rack



AN ASSORTMENT of all the Wilhold adhesives for home, office, and industry is contained on this new self-service glue bar. Said to create more impulse sales, it is 30" x 58" x 18", and has five roomy, scuff-resistant Zolatone finished shelves. It is slotted for pegboard backing, making a double-sided display. Merchandise, literature, and catalog are free with every rack. Wilhold Products Co., Division of Acorn Adhesives Co., Inc., Los Angeles 31, Calif.

Write in No. 312 on card, Pg. 117

## Store Display Gondola



A COMPLETE line of Streater store fixtures designed for economical, functional use is available through state retail hardware associations. Units such as this one feature the Shelf-lok brackets, which offer strength and stability as well as great flexibility. Pegboard backs and shelves lend themselves to hook display and binning. Units are available from three-foot half gondola to a complete store layout. *Streater Store Fixtures, Inc., Spring Park, Minn.*

Write in No. 313 on card, Pg. 117

## Pegboard Hangers



POPULAR ITEMS in the Easy Hang fixture line by Turnbuckles, 24 different fixtures, will now be bubble packed or stapled mounted on cards. This will permit easier self-service and more attractive display of the product. The die-cut cards, printed in green and white, will come in two sizes. All bubble packed cards are 4" x 5", and the card mounted fixtures are 4" x 5" and 5" x 9". All are for use on pegboard or in bins. *Turnbuckles, Inc., Michigan City, Ind.*

Write in No. 314 on card, Pg. 117

## Adjustable Shelves



ADAPTABLE for the display of many and varied products, this display stand features two middle shelves that are adjustable at one inch intervals. Each shelf is designed to carry a load of 200 pounds. Occupying 18 square feet of floor space, the unit provides 50 square feet of selling space. As shown, the 72" x 49" x 36" display sells for \$122.50. With 3" bin glass and hardware, it cost \$144.00. A catalog is available on request. *Reeve Co., Pico-Rivera, Calif.*

Write in No. 315 on card, Pg. 117

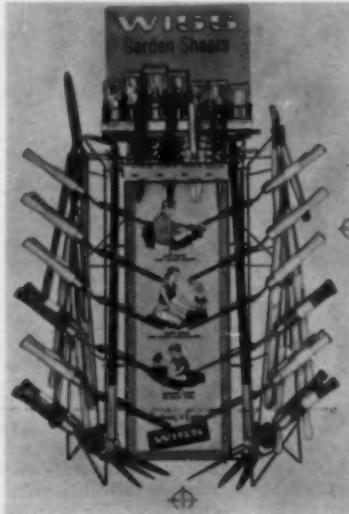
## Rubber Door Mat Kit



EFFECTIVE merchandising of entrance mats is provided by this unit, which saves display space at the same time. Made of cadmium-plated, heavy-gauge wire, the unit requires a floor area of only 13" x 20". Important sales features are pointed out and self-service encouraged by the full-color metal sign. The stand is furnished free with the order of the seven-mat Kleen-Ezy merchandiser kit. Shipping weight of the kit is 41 pounds. *The Gates Rubber Co., Denver 17, Colo.*

Write in No. 316 on card, Pg. 117

## Mobile Garden Tool Unit



THE GARDEN tool merchandiser, GT-259, moves easily, indoors or out, to wherever traffic is the greatest. The colorful, self-selling unit requires only 3 1/4 x 1 1/4 feet of floor space. It features an array of grass shears, pruning shears, lopping shears, and hedge and shrubbery shears and has

a panel illustrating the shears in use. The display is free with the purchase of the assortment and it is shipped freight prepaid to the retailer. *J. Wiss & Sons Co., Newark 7, N. J.*

Write in No. 317 on card, Pg. 117

## Housewares Shelf Unit



A THREE-SHELF unit with sign, #0868, which stacks on a base unit, the Match Mate #0878, is offered for maximum display of housewares in minimum floor space. The shelf unit is 48" x 28" x 24"; available for \$15, delivery prepaid. The Match Mate is 96" x 48" x 30". It is available to dealers for \$30, delivery prepaid. The two displays may be pur-



chased separately or in combination. Rubbermaid, Inc., Wooster, Ohio.

Write in No. 318 on card, Pg. 117

### Famous Ad as a Display



A WELL-KNOWN figure in business publications advertisements, the "Eye Appeal Girl" now is in a 37" x 24" wall or window display available to retailers. It holds any "Twin-Size" or "Picture-Frame" merchandise demonstrators. Display and hardware cost dealers \$4.98, and have a retail value of \$7.50. Printed in orange, blue, and black, it stands as an easel, adapts for mounting on the #1910 Gondola-type merchandiser, and has grommets for hanging. Amerock Corp., Rockford, Ill.

Write in No. 319 on card, Pg. 117

### Display Banner



PROMOTING the sale of Langley fishing reels, this 17" x 20" display banner is free to all dealers. Printed in bright green and black on a fringed white satin background, the banner features the Langley sea lion. Pressure-sensitive adhesive backing at the top permits easy mounting of the banner to the wall behind reel display. A

similar banner, promoting Langley rods, is available. Both banners are free of charge. Langley Corp., San Diego 12, Calif.

Write in No. 320 on card, Pg. 117

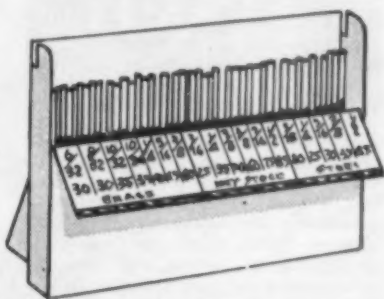
### Versatile Sprayer Unit



STYLING, coloring, and labelling in hand and compressed air sprayers are shown to best advantage with this new floor or counter display. The two-piece display can be used separately or combined for added sales appeal. A stand-up panel serves as background for a single sprayer. With the order of merchandise package, dealers receive the display units free. Literature listing contents of merchandisers is available. Root-Lowell Corp., Chicago 11, Ill.

Write in No. 321 on card, Pg. 117

### Dual-Purpose Rod Unit



PROVIDED free with each Redi-bolt Shortie 12" assortment, this merchandiser is designed to fit into the standard Redi-Bolt floor display or to stand alone as an easel for counter display. Included in the Shortie 12" assortment are seven sizes and 29 pieces of brass threaded rod; five sizes and 19 pieces of zinc-plated steel rods; and six sizes, 26 pieces of zinc-plated Redi-Key key stock. Total shipping weight is 17 pounds. Redi-Bolt, Inc., East Chicago, Ind.

Write in No. 322 on card, Pg. 117

### Sports Equipment



SPORTS EQUIPMENT by Draper-Maynard can be better displayed by using free display material available to dealers. Amusingly animated signs promoting baseball and football equipment, convenient, triangular collars on which to show footballs and basketballs, and smaller conical stands for display of baseballs are among the sales helps offered by Draper-Maynard. Baseball gloves are packaged in easily identifiable, colorful boxes. The MacGregor Co., Cincinnati 32, Ohio.

Write in No. 323 on card, Pg. 117

### Extension Cord Bin



AVAILABLE through wholesalers is this floor display for three-way cube tap electric extension cords. Printed in red and black on yellow corrugated board, the #J-5311 contains 150 UL-listed brown cords with modern bakelite cube taps, and an assortment of 6', 8', and 15' cords prepriced at 39, 49, and 69-cents. Listed retail value of assortment is \$80. The display has a 17 square inch base and is 32" high. It is easily set up. Royal Electric Corp., Pawtucket, R. I.

Write in No. 324 on card, Pg. 117

## Lawn Tool Promotion



PACKED in this corrugated display are six North Wayne lawn razors. The display is ideal as a shipping carton, also. This feature keeps material handling for the wholesaler at a minimum. Each lawn razor is packed in a colorful carton which, displayed by itself, acts as an aid to impulse sales. North Wayne Tool Co., Oakland, Me.

Write in No. 325 on card, Pg. 117

## Chain Saw Panel



COMPLEMENTING its line of chain saws, Lancaster offers this 44" x 28" three-color display panel. This cardboard display is said to be excellent for counter, window, or floor use. It is designed to be used as a backdrop for an example of the Lancaster chain saws. Two panels may be set back to back for doubly effective aisle display. Outdoor metal flange signs with space for dealer imprint are also made available for stocking dealers. Lancaster Pump & Mfg. Co., Lancaster, Pennsylvania.

Write in No. 326 on card, Pg. 117

## Rubber Pail Panel

AN INTEREST-TEASING heading draws attention to a new Fortex rubber pail point-of-purchase display in two colors. Alongside an animated beat-up pail is this question: "Recognize this TIRED OLD PAL?" This leads into dramatic illustrations and wording



highlighting unusual features of these molded reinforced rubber and fabric buckets. The display measures 13" x 17", and is available upon request. Tie-in folders can also be obtained. Cauchotex Industries, Inc., New York 4, New York.

Write in No. 327 on card, Pg. 117

## Screen Information Card



INFORMATIVE messages to the consumer are now attached to extension window screen and screen doors. Those are intended as an aid to dealers in presenting the screens to their customers. These cards are colorfully printed in red, white, and blue and give a sales message valuable in displays and impulse selling. National Screen Co., Suffolk, Va.

Write in No. 328 on card, Pg. 117

## Terminal Tackle Racks

METAL merchandisers are offered for displaying terminal tackle such as Weber ringed and treble hooks, flies, snaps and swivels, etc. Items are packaged in hinge-cover plastic boxes, retail 25c per pack. Three models—Nos. R18, R27, (shown) and R36—hold various combinations of items.



All racks furnished free when filled with merchandise of dealer's choice. Size of each: 27 $\frac{3}{4}$ " wide, 19 $\frac{1}{4}$ " high; punched for hanging on wall. Weber Tackle Co., Stevens Point, Wis.

Write in No. 329 on card, Pg. 117

## Nail Packages



COMPLETELY re-designed display cartons and quarter-pound boxes is announced for the company's line of Dixie Steel Wire Brads and Wire Nails. The two-tone color scheme serves a dual purpose: first, it attracts customers' attention; second, the colors on the nail boxes are reversed from those on the brad boxes so that each product is quickly identified. Boxes are of the spill-proof type. Atlantic Steel Co., Atlanta 1, Ga.

Write in No. 330 on card, Pg. 117

## Advertising Canopy



TO ASSIST DEALERS in calling attention to their stock of Bolens power equipment, the company has made available a novel and arresting idea in store displays. It is the Whirlaway, a lightweight canopy 6' in diameter, which is suspended by a ball joint swivel from the ceiling. Sturdily reinforced, it assembles in minutes, and revolves in the slightest air movement. Store traffic ordinarily activates the display. *Bolens Products Division, Port Washington, Wis.*

Write in No. 331 on card, Pg. 117

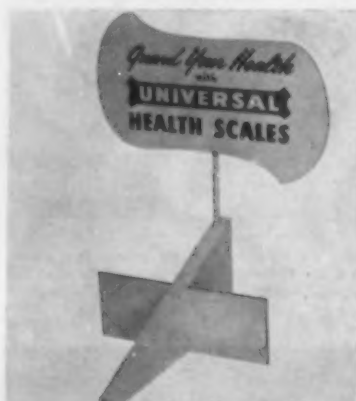
## Pen-Sized Blow Torches



INEXPENSIVE, pen-sized blow torches for the boat owner or home hobbyist, offered on new skinpack card, give 39 minutes of 3500-degree, pin-point flame. Just six inches long, the Jet King blow torch can be held in the hand to solder, braze, and to soften paint and putty. The cards are punched for easy counter racking, either flat or hung on hooks. Operating directions and sales information are included on each card. *Kidde Mfg. Co., Inc., Bloomfield, N. J.*

Write in No. 332 on card, Pg. 117

## Health Scale Platform



TILTED for better display of the product, this platform shows the Universal health scales. This design brings counter top-displayed scales to eye-level of customers. The sign is white with blue lettering. The display sign is 14" high. With three or more scales, the display #2206 is free to dealers. *Landers, Frary & Clark, New Britain, Conn.*

Write in No. 333 on card, Pg. 117

## PRINTED HELPS

and other sales aids

**Gale Products**, Dept. 517 A, Galesburg, Ill., makes available to Buccaneer dealers a complete line of merchandising aids. Included are dealer signs, display pieces, point of sale aids and a complete stock of literature on its eight 1958 model Buccaneer motors. For more information—

Write in No. 334 on card, Pg. 117

**Lamson & Sessions Co.**, 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite - Plated" bolts, nuts, and screws. For more information—

Write in No. 335 on card, Pg. 117

**Stanley Hardware**, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for its household hardware, including packaging, layout guides, and displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now visually packed, mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Write in No. 336 on card, Pg. 117

**Alan Wood Steel Co.**, Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. For more information—

Write in No. 337 on card, Pg. 117

**Rubbermaid, Inc.**, Wooster, Ohio, is sponsoring a giveaway type promotion which enables retailers to give customers the combined gift of a Deluxe Plate Scraper and a Deluxe Bot-

tle and Jar Scraper — a regular 68c value—with the purchase of either of two popular size Rubbermaid Drainer Trays. The promotion is being backed up by a complete promotional kit for each one-dozen order. Each kit includes 12 sets of the scrapers, bagged and banded for retail display; a four-color wall or window banner for store announcement of the offer; proofs of free advertising mats; an easel display card to be used with the Trays; samples of a free consumer statement stuffer on the offer; and a letter of instructions as to how to get maximum sales. For more information—

Write in No. 338 on card, Pg. 117

**Fuller Tool Co., Inc.**, 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

Write in No. 339 on card, Pg. 117

**Moore Push-Pin Co.**, 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 1/4" high, with a 9" diameter base. For more information—

Write in No. 340 on card, Pg. 117

**Carolina Washboard Co.**, Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz. 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz.—list price is \$16.00. For more information—

Write in No. 341 on card, Pg. 117

**S. G. Taylor Chain Co., Inc.**, Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. 342 on card, Pg. 117

**Petersen Mfg. Co.**, Dept. SH-3, DeWitt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with re-



**WEN**

# "All Saw" Cuts 4x4 Fine Scroll Work



only  
**\$44<sup>95</sup>**

complete with rip guide,  
circle cutter, 45° tilting  
base plate, and 7 blade  
complement of the right  
blade for every job . . .  
nothing else to buy!

## SPECIFICATIONS:

Motor: 110V 6 amp AC-DC. Length: 8". Width: 7".  
Height: 7 1/4". Unit weight: 6 1/2 lbs. Shipping weight:  
8 1/2 lbs. Packed: one unit per carton. Strokes per  
minute: 3400. Length of stroke: 1"

Model 909

## features



UL listed under industrial classifica-  
tion; conventional saw grip; cutting  
blade in line of sight; auxiliary grip  
knob; beautifully balanced; light  
weight; smooth running; cool operat-

ing; air stream clears dust from line of  
cut; finger control trigger switch;  
powerful 1/2 H.P. motor; 3 wire 8 ft.  
cord with adaptor; heavy duty roller  
and oilite bearings.



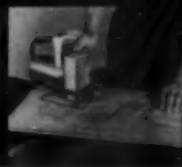
Cuts all metals—alu-  
minum, brass, copper,  
steel—from thin gauge  
to 1/8" thick.



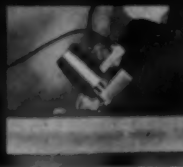
Cleverly designed  
circle gauge to cut  
curves and perfect  
circles easily.



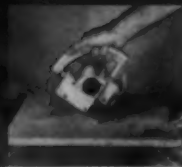
Cuts pipe and thin  
wall up to two inches  
in diameter amazingly  
fast.



Cuts fine pattern work  
in most any material;  
Masonite, metals,  
tiles, Formica, wall-  
board, plastics, etc.



Cuts 2 x 4, 4 x 4, 6 x 6,  
4 x 4 at a 45° angle in  
seconds.



Its curved foot plate  
enables it to start its  
own inside cut any-  
where you want.

# **at 45°... 6" log ... ... With Complete Safety!**

**Does Everything A Pattern Saw Will  
Do; More Than A Circular Saw Does!**

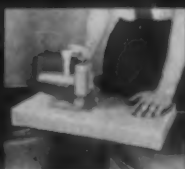
*Does many things a hand saw  
or nibbler will do — and many  
things that, until now, only  
a chain saw could do. No other  
portable electric-saw can cut  
a 6" board or a 6" log,  
yet cut any pattern, too! Cuts all  
metals up to 1/2" steel & 2" pipe.*



Cuts thin gauge sheet metal and sheet steel easily, quickly and in any pattern.



Will easily cut logs up to 6" diameter.



With knife blade it cuts styrofoam, foam rubber, paper, cardboard, rubber, leather and all materials cut with knife.



Equipped with an easily adjusted rip guide for accuracy and dependable alignment.

**WEN**

**PRODUCTS, INC.**

5810 Northwest Highway  
Chicago 31, Ill.

tail price, \$19.50. For more information—

Write in No. 343 on card, Pg. 117

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer folders for enclosure with mailings or counter use; a 6-page consumer folder on Mossberg's 4X scopes and its latest adjustable power scope; 4-page consumer folder on the Covey Hand Trap; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising

mats, as well as radio and TV commercials. For more information—

Write in No. 344 on card, Pg. 117

Rubbermaid, Inc., Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Write in No. 345 on card, Pg. 117

Wright-Bernet, Inc., Hamilton, Ohio provides convenient packaging for its No. 1958, 12" plastic household push broom. The broom is packed four to a box including handles. The packaging is designed to save time, space, repacking, and extra handling for both the dealer and wholesaler. The broom itself is bristled with turquoise Berlight plastic, with the handle lacquered in matching turquoise. It is designed to list around \$1.69 per brush, including handle. Catalog sheets are available. For more information—

Write in No. 346 on card, Pg. 117

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five - V - crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. Other promotional aids include \$25 free advertising allowance for all new dealers, free direct mail program to 250 customers or prospects four times annually, identification plaques, in-store display and plans rack, banners, mobiles, consumer folders, and plans catalogs. For more information—

Write in No. 347 on card, Pg. 117

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., is offering to dealers, nine free newspaper ad mats, ranging in size from 1 col. x 7" to 2 col. x 11", to stimulate sales of its casting and spinning reels and the Fisherman's De-Liar. Two ads feature the Langley Cast-Flo Deluxe Model 900 closed face reel. All ads require only insertion of the dealer's name and address. Each ad is reproduced in a 4-page ad mat brochure, available without charge to all dealers on request. A coupon is included to simplify and speed ordering of specific mats. For more information—

Write in No. 348 on card, Pg. 117

The Moto-Mower Co., Richmond, Ind., offers to dealers a 50-50 co-op advertising plan (unlimited) in addition to a number of other sales helps. Each preferred dealer is sent a window display kit which includes window streamers, jumbo display cards, wall charts, authorized dealer decals, and consumer folders. A lawn care folder called "How We Built the Most Beautiful Lawn in Town" is made available to dealers as a give-away to persons who visit the store or as a direct mailing piece. Dealers are

(Continued on page 86)



**You'll Sell More Plastex**  
*because Plastex gives you more to sell!*

**FLEXIBLE PIPE**  
*Plastex Polyethylene . . . in sizes from 1/2" thru 6" — 75 and 100 psi pressure rated—single and twin-tube types—lengths to 600'—NSF approved.*

**SEMI-RIGID PIPE**  
*Plastex Kralastic . . . in sizes from 1/2" thru 6" — for pressures to 150 psi and even greater chemical and heat resistance—10' and 20' lengths with plain ends, or sleeve-type coupling one end — NSF approved.*

**A COMPLETE LINE OF FITTINGS FOR BOTH**  
*Packaged Nylon and Styrene insert-type, for mechanical coupling to flexible Plastex Pipe — Kralastic for solvent-weld coupling to semi-rigid Plastex Pipe—in every wanted style, ultra precision made, NSF approved.*

**AND NOW, DRAIN PIPE AND FITTINGS, TOO!**  
*Plastex OX . . . high strength, high impact drain and sewer pipe—in 2", 3" and 4" sizes—plain and perforated—with sleeve-type fittings for root-proof solvent-weld joints, or dry joints—10' and 20' lengths.*

*Let us send you complete information*

**THE PLASTEX CO.**  
SINCE 1939  
3232 CLEVELAND AVENUE  
COLUMBUS 24, OHIO



*You can speed up turnover, get normal margin,  
make bigger profits when you...*

# GO BASIC IN RODS AND REELS

**BASIC** stock means holding your stock-keeping units  
to a minimum for your market . . . a minimum number of  
brands, a minimum number of models.

It means name brands . . . fully dependable in value,  
service and national advertising support.

It's your bread and butter . . . stocking only the items  
that move fast because they fit your needs so well.






*Turn page for samples of*

---

***TRUE TEMPER. BASICS***



# HERE ARE NINE EXAMPLES

<p><b>BASIC</b> in Fly Fishing</p> 	<p><b>BASIC</b> in Bait Casting</p> 	<p><b>BASIC</b> in Spinning— Bait Casting</p> 	<p><b>BASIC</b> in Spinning (fresh water)</p> 	<p><b>BASIC</b> in Spinning (fresh or salt water)</p> 
<p>True Temper 'Aristocrat' Rod, two-piece Hologlass, choice of actions, lengths. <b>\$19.95</b></p> <p>Ocean City 'Plymouth' Reel, reversible line guide, single action, No. 76. <b>\$7.95</b></p>	<p>True Temper 'Eagle' Rod, one-piece tip, solid glass, choice of actions, lengths. <b>\$9.95</b></p> <p>Ocean City Level Wind Reel, rugged, all-metal, 4:1 gear ratio, No. 1600. <b>\$9.95</b></p>	<p>True Temper 'Flipline' Rod, two-piece solid and Hologlass tip, choice of actions, lengths. <b>\$9.95</b></p> <p>Ocean City 'Flipline' Reel, wide casting control bar, closed face, No. 376. <b>\$13.95</b></p>	<p>True Temper 'Deerfield' Rod, two-piece, Hologlass, choice of lengths. <b>\$9.95</b></p> <p>True Temper 'Dynaspin' Reel, automatic full bail, open face, No. 330. <b>\$12.95</b></p>	<p>Montague 'Blue Island' Rod, two-piece, Hologlass, 7 ft. long, No. 2291. <b>\$16.95</b></p> <p>Ocean City de luxe Reel, with right- or left-hand use, large open-face spool, No. 300. <b>\$21.95</b></p>

## TRUE TEMPER®



AMERICAN TACKLE DIVISION  
1623 Euclid Avenue • Cleveland 15, Ohio

# OF *TRUE TEMPER*® BASICS

BASIC  
in  
Surf  
Casting



True Temper 'High Tide' Rod, one-piece tip, Molloglass, 9 ft. 6 in. long, No. 6090.

**\$17.95**

Ocean City 'Ike Walton' Reel, "lightning" spool, star drag, No. 995.

**\$17.95**

BASIC  
in  
All-Purpose  
Fishing



True Temper 'Bay Bridge' Rod, one-piece tip, solid glass, 6 ft. 8 in. long, No. 8860.

**\$7.95**

Ocean City 'Topsail Monoline' Reel, level wind, free spool, star drag, No. 945.

**\$14.95**

BASIC  
in  
Boat and  
Bay Fishing



Montague 'St. Lucie' Rod, one-piece tip, solid glass, 5 ft. 6 in. long, No. 6750.

**\$6.95**

Ocean City 'Flash' Reel, free spool, star drag, 3:1 gear ratio, No. 932.

**\$6.50**

BASIC  
in  
Boat  
Trolling



Montague 'James Beach' Rod, two-piece, solid glass, choice of lengths.

**\$11.95**

Ocean City 'Bay City' Reel, strong 'Monogard' spool, star drag, No. 112.

**\$12.95**

## ***YOUR BASIC LINE — YOUR MONEY LINE***

*Your True Temper Wholesaler has it...ask him for complete catalog*



charged \$2.00 per 100; \$15.00 per 1,000. For more information—

**Write in No. 349 on card, Pg. 117**

**Republic Steel Corp.**, 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheet, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic farm products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

**Write in No. 350 on card, Pg. 117**

**The Ruberoid Co.**, 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

**Write in No. 351 on card, Pg. 117**

**Hanson Scale Co.**, 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands.

Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—

**Write in No. 352 on card, Pg. 117**

**Tennessee Coal & Iron Division**, United States Steel Corp., Fairfield, Ala., offers dealers promotional items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

**Write in No. 353 on card, Pg. 117**

**American Tackle and Equipment Co.**, "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. The company also makes available through its salesmen a package of 26 promotional pieces for dealers including na-

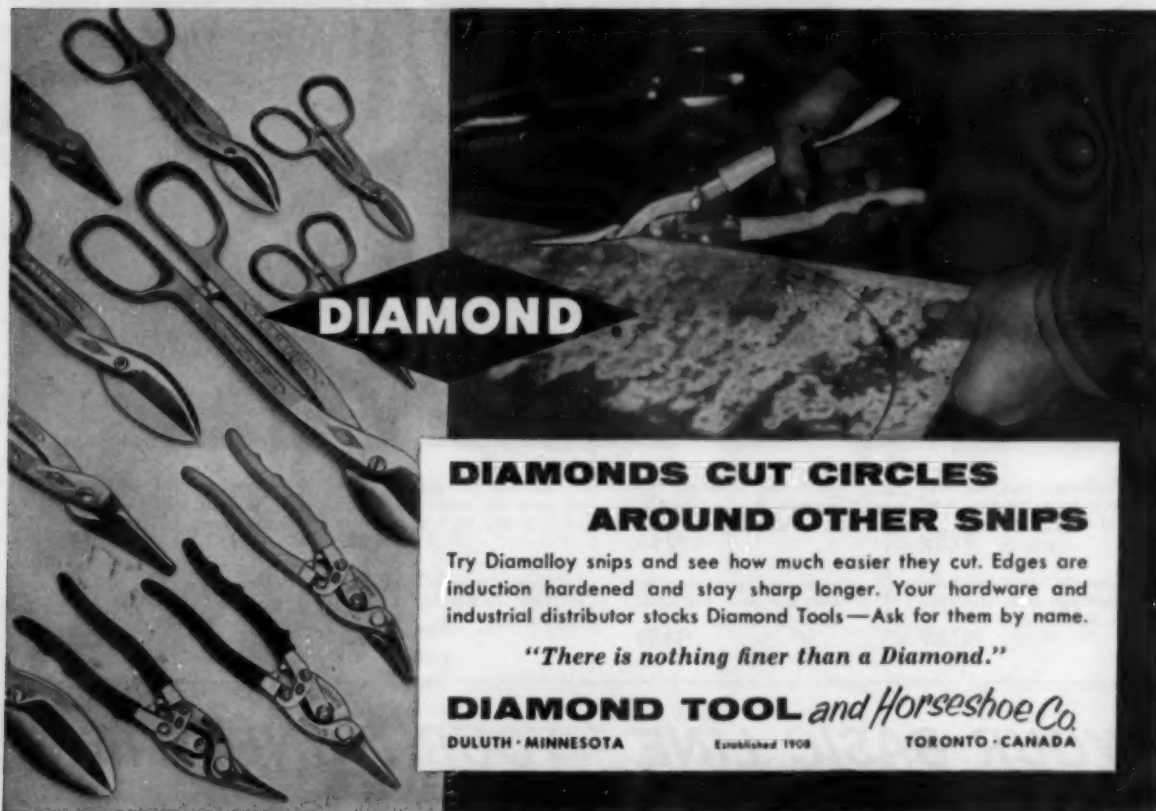
tional ad blow-ups; window streamers, banners, and radio-TV spot announcements. For more information—

**Write in No. 354 on card, Pg. 117**

**Rain Jet Corp.**, 6253 Hollywood Blvd., Hollywood 28, Calif., has available a detailed and fully illustrated instruction sheet showing how to plan, lay out and install a Rain Jet sprinkler system. In addition to instructions, there are templates for each of the 12 heads in the line to facilitate planning the locations of the sprinkler heads on the drawing. Also offered to dealers is a 10½" x 14" display rack, with an initial balanced assortment. The heads are packaged individually in color-coded cartons. Net to dealer is \$42.60 with a 33½% mark-up. A supply of envelope stuffers and instruction sheets is included with each rack shipment. For more information—

**Write in No. 355 on card, Pg. 117**

**The Edwin H. Fittler Co.**, Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including ¾" dia. sizes both Manila and sisal rope, (2) Fittler measured rope market at intervals of 5'. Available on request in Fittler Octags only in sizes ¼", 5/16", ¾", and 1" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when



**DIAMOND**

**DIAMONDS CUT CIRCLES  
AROUND OTHER SNIPS**

Try Diamalloy snips and see how much easier they cut. Edges are induction hardened and stay sharp longer. Your hardware and industrial distributor stocks Diamond Tools—Ask for them by name.

*"There is nothing finer than a Diamond."*

**DIAMOND TOOL and Horseshoe Co.**  
DULUTH • MINNESOTA      Established 1908      TORONTO • CANADA

# PLYMOUTH PUT\$ THE \$ELL IN ROPE WITH THE\$E FOUR POINT-OF-\$ALE AID\$

## There's \$ELL in the NEW \$QUARE CARTON



Cartons can be placed so rope feeds from top or front. Rope is REDDY-MEASURED—marked every 10'. Marking does not disfigure rope. All hardware and boating rope sizes up to 3/4" diameter packaged in multiples of 500'.

## There's \$ELL in the ROPE DEPARTMENT RACK

All rope for on-the-floor selling in one place. Rack free with dealer purchase of 3 cartons of standard sizes from 1/4" to 3/4" diameter plus one carton of 50' or 100' HandyPaks. Rack takes up less than 2 square feet of floor space. Basket on top holds an assortment of Plymouth Packaged Ropes.



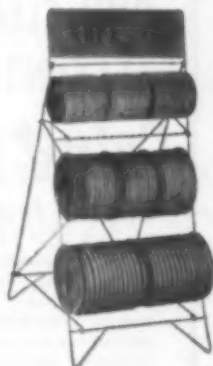
## There's \$ELL in the HANDYPAK\$

Here's a money-making idea in rope merchandising—packaged rope in neat 50' and 100' coils. Basic HandyPak unit contains 13 coils, each individually wrapped in cellophane. Ideal for counter, window or floor display. This basic unit means small inventory, fast turnover—and handsome profit. Available in Plymouth Ship Brand Manila and Plymouth Sisal Rope.



## There's \$ELL in the \$ALE\$RAK

Designed for the dealer with medium but steady rope volume who wants to build up "impulse buying" rope sales. Complete display and dispensing rack free when ordered with initial purchase of SalesRak 16-spool unit. Rope sizes available are the most wanted hardware and boating rope sizes. Dispenses 1/4" and 3/4" diameter ropes in lengths up to 300' and 1/2" ropes in lengths up to 200'. Four famous Plymouth Boating Ropes are also offered in SalesRak put-up—Goldline, Nylon, Dacron and Ship Brand Manila.



Contact any of these sales offices of the Plymouth Cordage Company, Plymouth, Massachusetts.

296 State Street  
Boston, Mass.  
CApital 7-1134

P. O. Box 10215  
New Orleans, La.  
VERnon 5-7243

323 West Polk Street  
Chicago, Ill.  
HARRison 7-6238

70 Sacramento Street  
San Francisco, Calif.  
GARfield 1-4709

366 Madison Avenue  
New York, N. Y.  
YUkon 6-9230

## PUT THE \$ELL OF PLYMOUTH ROPE IN YOUR \$TORE!

ordered with 300 lbs. or more of rope.  
 (4) "Take-Along" coils of Fittler Manila rope. 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope).  
 (5) The No. 57 Rope Merchandiser, 54½" x 44½" x 23¼", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter.  
 (6) Display Box containing 50' connected coils of either ¼", 5/16", ¾", dia. sizes and 25' connected coils ½" dia. size, Fittler "Stabilized" filament nylon yacht rope.  
 (7) Display Boxes containing Fittler yellow polyethylene or Fittler Manila water ski tow ropes—six boxes to a master shipping carton. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. 356 on card, Pg. 117

Swan Rubber Co., Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes and pocket protectors. The company, in addition, has designed the Swan "Merchandiser" metal display stand which, with casters, may be

moved about the store or outside to attract sidewalk traffic. For more information—

Write in No. 357 on card, Pg. 117

Columbian Rope Co., Auburn, N. Y., has available for dealers two new rope merchandisers, available through wholesalers. The Columbian Rope Merchandiser No. 57 holds six full reels or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both. From the position of the units on the merchandiser, rope is fed through guides to a measuring device and a cutter for rapid selling. The "Pick-Me-Up" Rope Coil Merchandiser holds individually wrapped 50 ft. and 100 ft. coils of ¼", ¾", and ½" dia. Manila rope. The unit is furnished at no cost with an initial order of approximately 100 lbs. of rope which stocks it. All metal and mounted on casters, its dimensions are 22" x 22" x 45½" and requires less than 4 sq. ft. of floor space; permits complete self-service. Also available for dealers is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twines, Mason's line, and Christmas twine are also available. For more information—

Write in No. 358 on card, Pg. 117

Scott - Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1958. This material includes formats and ad builders; window streamers which feature Scott-Atwater's 1958 motors; hand-out stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; dealer stationery; miniature Scott-Atwater plastic motors; a color billboard; a one minute TV film spot announcement, and a 20-second spot announcement; changeable translight displays; wobbler display; and a roadside sign. A giant color announcement display, a parasol featuring a 22 hp motor is one of the many signs and displays available. For more information—

Write in No. 359 on card, Pg. 117

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. 360 on card, Pg. 117

Crescent Tool Co., Jamestown, N.

**HOPPE'S** *the BIG name in Gun Cleaning*

**GUN CLEANING ESSENTIALS**

**Outsell all others!**

**Display them prominently**

HOPPE'S products walk off with the top scores in both sales and profits in every state in the nation! Long-established user acceptance and trust . . . plus consistent national advertising . . . Keeps HOPPE the BIG name in gun cleaning. Display HOPPE products "up top" and "out front" . . . watch your sales scores go up!

**FRANK A. HOPPE, INC.**  
 2338 N. 9th St., Phila. 33, Pa.

**ASK YOUR JOBBER FOR HOPPE'S**



**Strataflo**

**FOOT VALVES**

**RUBBER POPPET**

**CLOG-PROOF STRAINER**

**NO SPRINGS**

**EIGHT SIZES . . .**  
 many leading pump manufacturers use Strataflo as original equipment.

**Won't Stick . . . Don't Leak**

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pumps and save their cost in service calls. Strainer won't clog or corrode. They are ideal for jet-type pumps. Write for Bulletin 203.

**STRATAFLO PRODUCTS, INC.**  
 FORT WAYNE, INDIANA





Here's a different kind of sprinkler —  
sprinkles a water-saving square, or a  
broad-coverage circle at the twist of a knob.



The Square 'n Circle Sprinkler, like other  
Sherman products, offers practical selling  
features, eye-appealing design, performance  
to please and satisfy your good customers!

You'll do better with **SHERMAN**-63 years best!

*write for 1959 catalog H-59*

**H. B. SHERMAN MANUFACTURING COMPANY**  
BATTLE CREEK, MICHIGAN

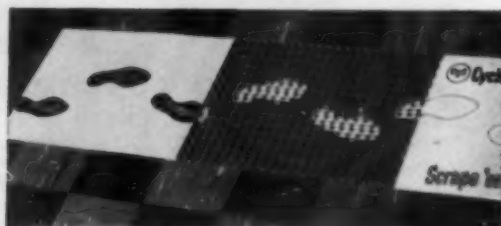
# Three new **USS** Cyclone to help increase



**CYCLONE FIBERGLAS SCREENING** — pre-cut to standard sizes and packaged in ready-to-sell rolls—helps you save time, money and effort on every screening sale. Just hand your customer a single roll of the proper width in the pre-cut standard length. The time usually spent in measuring, cutting, rolling and packaging screening can easily be used to make another sale and increase your profits.

## Smart merchandisers make your

Attractive floor displayer invites extra sales of Cyclone Fiberglass Screening. The shopper's attention is sure to be caught by this colorful merchandiser and he will be reminded that this is a good time to replace worn-out screening. He simply selects a roll of screening from the displayer—and you ring up another sale, all with a minimum of effort. The displayer holds five rolls of each width screening—26", 28", 30", 32" and 36"—all a standard 66" long to fit most doors and windows. When any one size is sold out, replacement can be made from the unit refill container. The displayer simplifies your storage problems and the screening is always out where the customer can see it. Pre-cut rolls of Cyclone Fiberglass Screening—and the merchandiser—are available through your regular jobber. Standard 100' rolls are also available.



## Other **USS** Cyclone Hardware Products

Cyclone Insect Screening — Galvanized, Aluminum or Bronze  
Cyclone Hardware Cloth • Cyclone Lawn Fence  
Cyclone Flower Bed Border • Cyclone Catch-All Baskets



**Cyclone Fence Department**  
**American Steel & Wire**  
**Division of**  
**United States Steel**

Waukegan, Ill. • Sales Offices, Coast to Coast • United States Steel Export Company, Distributors Abroad

# Products your sales and profits

**CYCLONE "RED TAG" DOOR MATS** are made from continuously crimped, full mat-width strips of  $\frac{3}{8}$ " galvanized strip steel and tough, round steel wire connectors. These mats have many exclusive, customer-pleasing features. The ends of the mats are finished with smooth, plastic rolls, have no dangerous or destructive sharp points to scratch shoes or cause injuries, and the  $\frac{1}{2}$ " x 1" mesh is safe for most high heels.

**CYCLONE ALUMINUM ROSE TRELLIS** is a brand-new item from Cyclone—and is sure to be popular next Spring for home gardeners getting their roses in shape for June blooming. This strong, sturdy trellis is chain link woven of 12-gauge aluminum wire in a 2" mesh. The trellis comes 24" wide by 8' or 10' long, and it makes an ideal support for all climbing flowers or vines. The bright aluminum finish stays clean and shining . . . never needs painting or maintenance.

## selling job easier — increase impulse buying

The non-working floor becomes part of your sales area when you use this eye-catching merchandise piece to advertise the new Cyclone "Red Tag" Door Mat. As your customer comes into the store his attention is sure to be caught by this display—especially if the weather is wet or snowy—and he will be reminded how this mat could protect the floors at home. He picks up his mat in its own plastic bag from the convenient self-service display box. You've made another sale—with almost no time or effort. Cyclone "Red Tag" Door Mats are packed six to a carton. With an initial order of 2 dozen or more mats, the merchandise piece will be given free through January 31, 1959.

The attractive rose-decorated container for the new Cyclone Rose Trellis is its own displayer. When you plan your Spring displays, include this trellis where it can work for you . . . where it can increase impulse sales . . . with your selection of June climbing roses . . . with gardening tools or outdoor furniture. Another smart merchandising idea might be to erect this trellis on your wall and decorate it with artificial roses. The Cyclone Aluminum Trellis packages are shipped six to a carton.



**American Steel & Wire**  
814 Superior Avenue, N. W.  
Cleveland 13, Ohio

Please send information about ☐ Cyclone Aluminum Trellis,  
☐ Cyclone Door Mats, ☐ Cyclone Fiberglass Screening.  
I am a ☐ jobber, ☐ dealer.

Name

Firm

Address

City  State



**It's no secret!**

**Griffin**

**hack saw blades are tops**

• top quality  
• top profit  
• top cutting  
• tops with consumers

**Each Blade**  
Clearly marked for tooth size and what it will cut

**Each Blade**  
Marked for front end

**Each Blade**  
Painted, looks good, rust resistant

Give the man a blade made to do a man's work.

Ask your jobber for Griffin Hack Saw Blades, Coping Saw Blades and Scroll Saw Blades.

**Griffin**

**G. W. GRIFFIN COMPANY**  
Franklin, New Hampshire

Sales Agents:  
John H. Graham & Co. Inc.  
105 Duane St., New York 8, N. Y.

Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—

Write in No. 361 on card. Pg. 117

**Chas. O. Larson Co.,** P. O. Box 358 Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. A Silent Salesman Wire Display Rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. 362 on card. Pg. 117

**The Garcia Corp.,** 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. A library of 16mm sound-color films covering various fishing subjects are lent free to dealers, clubs, schools, and other organizations upon dealers' requests to Garcia representatives. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; and Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels, with complete parts diagrams; and others. Available to dealers free in limited quantities is the 1958 Garcia Fishing Tackle Annual which sells to customers for 25c. The Annual consists of 84 pages illustrated in full color and is filled with articles, tips, and stories written by top writers. For more information—

Write in No. 363 on card. Pg. 117

**The Yale & Towne Manufacturing Co.,** Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchan-

disers are offered by the company for location in strategic positions. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Write in No. 364 on card. Pg. 117

**Lazy Boy Lawn Mower Co., Inc.,** 1315 West 8th St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3¼-inch x 6¼-inch size. Newspaper ad mats in two-column by three-inch size are provided also each describing one of the company's four most popular models. For more information—

Write in No. 365 on card. Pg. 117

**Stevens - Burt Co.,** Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. 366 on card. Pg. 117

**The Weber Tackle Co.,** Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redit-Pak nylon packages and other tackle items. The new No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. Nos. RR144 and RR146 are also revolving racks; each holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half - size stationary units of the latter, Nos. R72 and R73, display half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks, one-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redit-Pak nylon coils. A number of other display boards, boxes, and other packages are available. For more information—

Write in No. 367 on card. Pg. 117

**The Acme Shear Co.,** Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleen-cut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. 368 on card. Pg. 117

**Wickwire Brothers, Inc.,** Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope

stuffers are available in addition to ad mats of company products. For more information—

Write in No. 369 on card, Pg. 117

**Amerock Corp.**, Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. For more information—

Write in No. 370 on card, Pg. 117

**The Wood Shovel and Tool Co.**, Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. 371 on card, Pg. 117

**Heinske & Co.**, Springfield, Ill., offers Excello mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excellomatic" start-run-stop fingertip control. With each single purchase of any assortment of six power mowers by a dealer, the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids, free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Authorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television spots. For more information—

Write in No. 372 on card, Pg. 117

**Henry L. Hanson Co.**, Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal cus-

**Sell the line of**  
*"Least Resistance"*  
**R-W TRACK and HANGERS**



**FEATURES**

- Bird proof
- Self-cleaning
- 4-wheel, center-hung hanger
- Exposed locking nut for quick, easy adjustment
- Weather proof
- Rugged, heavy-duty construction
- Track and housing complete in one unit

R-W 36 Track and 423 Hangers, shown above, are favored by farmers everywhere for installation on the doors of their Barns, Cribs and Tool Sheds. R-W offers you a complete line of top-quality, time-tested tracks and hangers that sell on reputation... a line you can sell with the assurance of knowing your customer will be satisfied. R-W Track and Hangers will provide years of dependable, trouble-free service for your customers and, best of all, greater sales volume and added profits for you.

**STUDDING SOCKETS**



Eliminate cost of sill... protects studding from rot and deterioration. Securely anchors studding and corner posts to concrete floor or foundations. Available in 2x4, 2x6, 2x8, 3x8 and 4x8 sizes.

**A FULL LINE OF HARDWARE**



R-W offer a complete assortment of all types of hardware, including wing door hinges, flush pulls, bow handles, stay rollers, floor guides, bumpers, latches, hasps and door bolts.

From track, hangers and hardware to the best line of electric door operators you can rely on R-W products to provide complete satisfaction. Sell the quality line... enjoy added profits. Write today for your copy of Catalog A-91-17.

**Richards-Wilcox**

MANUFACTURING COMPANY

"A HANGER FOR ANY DOOR THAT SLIDES"



336 W. THIRD STREET, AURORA, ILL. Branches in Principal Cities

tomer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

**Write in No. 373 on card, Pg. 117**

**Champion DeArment Tool Co.**, Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is ¾" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free is the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front for the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work, on the counter or on the wall. For more information—

**Write in No. 374 on card, Pg. 117**

**American Biltrite Rubber Co.**, P. O. Box 1071, Boston 3, Mass., provides dealers with a group of advertising mats for Biltrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially eased to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

**Write in No. 375 on card, Pg. 117**

**Upton Brothers, Inc.**, 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

**Write in No. 376 on card, Pg. 117**

**Nixdorff-Krein Manufacturing Co.**, 916 Howard St., St. Louis 8, Mo., has available the Merchandiser Display Rack which holds eight of the com-

pany's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

**Write in No. 377 on card, Pg. 117**

**Supreme Products Corp.**, 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

**Write in No. 378 on card, Pg. 117**

**Aladdin Laboratories, Inc.**, 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

**Write in No. 379 on card, Pg. 117**

**Plymouth Cordage Co.**, Plymouth Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

**Write in No. 380 on card, Pg. 117**

**Daisy Manufacturing Co.**, Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid, and a newspaper advertising mat. For more information—

**Write in No. 381 on card, Pg. 117**

**Plymouth Cordage Co.**, Plymouth, Mass., invites dealers to participate in its "Rope Tricks" promotion by offering a free "Rope Tricks" Merchandising Kit. The Kit contains 25 copies each of illustrated folders on "How to Have Fun with Rope," "How to Decorate with Rope," and "How to Use Rope" designed for children, ladies, and men respectively, plus a wall or counter dispenser rack for displaying the folders. A large

streamer and set of newspaper mats are also included. The kit is available with the order of one of Plymouth's three rope merchandising units: The HandyPak which is a 13-coil unit, cellophane wrapped, that comes with a free display; the SalesRak which carries three popular sizes of rope on connected spools to sell in lengths up to 200 and 300 feet; and the Rope Department, which holds three of Plymouth's 500' or 1000' Reddy-Measured coils, marked every 10 feet, in colorful cartons, and with shelf to display Plymouth's packaged items. The Rope Department is free with an order for three coils and one package of HandyPak. For more information—

**Write in No. 382 on card, Pg. 117**

**Jackson Manufacturing Co.**, Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8½" x 11" page printed in two colors, both sides, describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; 2-column newspaper mats featuring Lawn Sprayer and/or 2-in-1 Spreader-Cart; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

**Write in No. 383 on card, Pg. 117**

**Foley Manufacturing Co.**, 3300 5th St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 20" and 23" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Tartan models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

**Write in No. 384 on card, Pg. 117**

**Molly Corp.**, Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

**Write in No. 385 on card, Pg. 117**



# CATALOGS & BULLETINS

**Available free to readers. Write in the numbers of items wanted on the return post card, page 117**

**Drill Attachments.** Two catalogs are offered on the company's hardware line. One is a 4-page, 11" x 11" folder suitable for inclusion in wholesalers' catalogs. The other is an 8½" x 11", 8-page book that wholesalers can make available to all their dealer prospects. Items cataloged in both books are: Supreme Brand Chucks; six models of Supreme Screwdriver Attachments; the Supreme Versamatic; and the Supreme Versamate. Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill.

**Write in No. A1 on card, Pg. 117**

**Spring and Summer Sports.** The 1959 D&M Spring and Summer Catalog contains 38 pages of D&M merchandise along with appropriate illustrations and descriptive information. Featured is the line of MacGregor golf equipment. The Draper-Maynard Co., Cincinnati 32, Ohio.

**Write in No. A2 on card, Pg. 117**

**Home and Agricultural Tools.** A 62-page catalog pictures and describes the firm's complete line of garden, lawn and farm tools; shears, grass and weed tools; shovels, spades and scoops; and ash repair handles. Information is included also on special offers and display stands. The "Tool-Up Time" merchandising program is outlined fully, covering stock control, tool display, and store decoration material. Identified as No. S-5859, the catalog is 8½" x 11", punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**Write in No. A3 on card, Pg. 117**

**Garden Shears.** The complete Snap-Cut line of garden shears is described and illustrated in a 10-page catalog now available. Pruning shears, hedge shears, grass shears, tree pruners, lopping shears and

electric lawn trimmers are all described in detail including specifications, finish, packing, and suggested list prices. Seymour Smith & Son, Inc., Oakville, Conn.

**Write in No. A4 on card, Pg. 117**

**Tapatco Products.** A 24-page catalog, combining all Tapatco products under one cover, is available. It is printed in three colors and contains over 130 illustrations of Tapatco marine safety products, sleeping bags, casual wear for sports afloat, hunting and fishing clothes, and various swimming and boating accessories. In addition to complete product information and descriptions, a section of the catalog is devoted to a reproduction of the United States Coast Guard regulations which relate to the use of life jackets, buoyant vests and cushions. Another section is devoted to the Special Products Manufacturing Division which makes such diversified products as plastic arm rests, handle grips, tool guards, gaskets, and novelties, plus hair pads for use in upholstered furniture, car seats, etc. The American Pad & Textile Co., Greenfield, Ohio.

**Write in No. A5 on card, Pg. 117**

**Water Skis.** The Hydro-Flite line of water skis, aquaplanes, and accessories is presented in catalog No. 13. The catalog is in color, with the skiing equipment pictured and fully described. Hedlund Manufacturing Co., Nokomis, Ill.

**Write in No. A6 on card, Pg. 117**

**Fishing Tackle.** A colorful, 28-page trade catalog shows the company's complete line of tackle, accessories, and gift assortments available for the 1958 season. Featured on the front cover is the Master-Grip SpinCast Rod handle. The cover also calls attention to four spinning reels in a compact design; 13

new SpinCast Rods with two-piece tips in both hollow and solid glass; and the addition of two new SpinCast Reels, including the large capacity No. 88. Among other items highlighted in the new line is the Shot-Master split shot applicator with Redi-Shot cartridges available in gift style packages with twin-rack counter displays. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

**Write in No. A7 on card, Pg. 117**

**Tractor Drawn Implements.** Catalog No. 857 covers the King line of tractor drawn implements with illustrations, specifications, and prices. In addition, 14 pages are devoted to lists of repair parts, with a drawing shown of each part along with its identifying number. King Plow Co., Atlanta, Ga.

**Write in No. A8 on card, Pg. 117**

**Fishing Equipment.** A 32-page, 8½ x 11-inch saddle-stitched catalog which gives descriptions, prices, and illustrative details on the complete line of Shakespeare reels, Wonderods, lines, and miscellaneous accessories for every type of fishing is available. The center spread of the illustrated price list is devoted to a 6-page accordion-type pull-out insert giving a full color portrayal of the firm's new level-wind Push-Button reels, the color styling on different price-ranged Wonderods, and the story behind the company's manufacture of its own monofilament at its Soo Valley subsidiary in Columbia, S. C. Four open face Sea Wonder spinning reels also are specially featured. Shakespeare Co., Kalamazoo, Mich.

**Write in No. A9 on card, Pg. 117**

**Spinning and Casting Reels.** Three catalog sheets, in color, picturing and describing the 1958 line of Langley spinning and casting reels

## CATALOGS & BULLETINS

(Continued from page 95)

are available to the trade. Newest offering is the Cast-Flo Deluxe "900," a closed face reel, featuring hex drag, thumb control, and fast retrieve. All seven Langley spin-reels, ranging from \$16.95 to \$37.95, feature two-point shaft suspension for increased durability and balance. Seven casting reel models also are offered, ranging from \$8.50 to \$17.95. Langley Corp., 310 Euclid Ave., San Diego 14, Calif.

Write in No. A10 on card, Pg. 117

**Building Materials.** Entitled "Reynolds Aluminum Supply Co. Fact Folders," the company is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

Write in No. A11 on card, Pg. 117

**Time Payment Plan.** A folder is available to all interested dealers, describing the complete new Foley Futuramic line of power mowers and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. The company points out that the plan is simple in operation, has no recourse, and the dealer receives prompt and full payment for each time payment Foley mower sale he makes. Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn.

Write in No. A12 on card, Pg. 117

**Fishing Equipment.** Weber's 1958 Supplement No. 33B, applying to Catalog No. 33, contains 77 new items. All are indexed on the cover for quick reference. The supplement features a number of new Dylite plastic fly-rod poppers and assortments. The Dylite spinning mouse and frog are two additional lures molded of this plastic material. Whirl-Arom is one of the new spinning and casting lures. The complete series of Weber plastic crawlers, worms, rigs, etc., are listed also. Especially featured are Mustard ringed hook display rack assortments containing plastic boxes of assorted or straight sizes. Many rack assortments display other types of treble and single loose hooks, snap-swivels and divided wing, dry and

wet flies. Gerlon imported German nylon spinning line and leaders are other new items. Weber's free Moviegram fly casting instruction folders in a colorful display are available to dealers every year. The Weber Tackle Co., Stevens Point, Wis.

Write in No. A13 on card, Pg. 117

**Pre-Measured Chain.** A catalog page, in color, is available describing a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by green plastic color bands on Proof Coil, red color bands on BBB Coil, and blue on High-Test Chain. A matching color-coded End Tag is attached to the free end of the chain in each container which is imprinted to show the size and grade of the chain. The End Tag is for convenient locating of the free end of the chain and is reattachable after each use. The tag's reverse side may be used for recording the balance of chain in the container. Hodell Chain Co., Cleveland 3, Ohio.

Write in No. A14 on card, Pg. 117

**Fishing Rods and Reels.** A trade catalog, specially prepared for the '58 selling season, consists of 48 pages of comprehensive information on the company's entire line of fishing tackle. Emphasizing its expanded line-up of Push-Button WonderCast reels, the No. 1776 Deluxe Bronze model adorns the color cover. Fifteen pages show glass fiber Wonderods for every type of fishing; 13 pages cover the line-up of spinning, bait casting, push-button, fly fishing, and salt water fishing reels. The rest of over 40 pages, painted in 2-color, are devoted to fishing lines, miscellaneous equipment, company personalities, and other items of trade interest. Shakespear Co., Kalamazoo, Mich.

Write in No. A15 on card, Pg. 117

**Power Mowers.** A folder picturing and describing the company's entire line of power mowers is available. Clark Manufacturing Co., 3024 Melville Rd., Decatur, Ga.

Write in No. A16 on card, Pg. 117

**Project Book.** Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blueprinted thoroughly on a self-contained sheet. Detailed instructions and diagrams with descriptions are included. Selection of tools and lumber is covered in the booklet with the company emphasizing

ing the use of its own glue product, Rogers Glue. Rogers Isinglass & Glue Co., Gloucester, Mass.

Write in No. A17 on card, Pg. 117

**Galvanized Ware.** The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Write in No. A18 on card, Pg. 117

**Fusible Links.** Folder F-184, which illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes is now available. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. A19 on card, Pg. 117

**Hardware Chain.** A well illustrated and informative folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements is available. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

Write in No. A20 on card, Pg. 117

**Marine Line.** A full-color catalog presents the complete line of Aqua-Float marine safety products. Illustrated in color are Aqua-Float Coast Guard Approved life saving jackets, Aqua-Float children's swim vests, ski belts, U.S.C.G. Approved buoyant boat cushions, and a full line of Aqua-Floats, vinyl plastisol floats, fenders, ring buoys, and mooring buoys. Detailed description of each item is included. In addition, the catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materials. Style-Crafters, Inc., Greenville, S. C.

Write in No. A21 on card, Pg. 117

**Hand-Tool Equipment.** Auger and electric drill bits, chisels and gouges, drawknives, door lock bits, the #515 Nail Puller, and other hand-tools are pictured and described in a catalog available from the manufacturer. Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

Write in No. A22 on card, Pg. 117

**Vacuum Cleaner and Floor Polishers.** The Redi-Vac vacuum cleaner, the improved FP-33 floor conditioner, and the new FP-33A conditioner

are described in a two-sided catalog page, #JS-53. The two-color data sheet fully describes and illustrates the polishers, and also a rug cleaning attachment and a floor refinishing kit. Features of the Redi-Vac are shown in a series of line drawings. Specifications are given and a six-piece accessory kit is described. Red Devil Tools, Union, N. J.

Write in No. A23 on card, Pg. 117

**Sprayers and Dusters.** Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Write in No. A24 on card, Pg. 117

**Hand Tool Selection Chart.** An illustrated customer-service chart is offered which shows how to select hand tools for garden and lawn care. The chart describes and pictures the 50 most popular tools, grouped by "families." It is 25 inches high, 16 inches wide, and is printed in three colors on durable poster stock. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. A25 on card, Pg. 117

**Display Ideas.** A Rubbermaid display booklet which illustrates and describes a variety of display methods for all size stores is offered to dealers. Rubbermaid, Inc., Wooster, Ohio.

Write in No. A26 on card, Pg. 117

**Deming Sales Aids.** An 8-page, 4-color bulletin illustrates the complete line of sales aids and materials available to Deming pump dealers and distributors. The bulletin shows and describes Deming direct mail pieces; letterheads; mailing cards; broadsides; leaflets; booklets; blotters; window cards and streamers; satin banners; clocks; tacker; bracket and road signs; identification labels; decalcomanias and displays. The company furnishes all mailing pieces free and pays postage on the first 200 used by a dealer. Most other materials are also free. Remaining pieces are furnished at cost. The Deming Co., Salem, Ohio.

Write in No. A27 on card, Pg. 117

**Chains.** A catalog page-price list is available which features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the merchandiser are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer cost figures supplied. The re-

verse side of the oversized sheet illustrates Measure-Mark chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York, Pa.

Write in No. A28 on card, Pg. 117

**Gas Circulator Heaters.** A catalog which fully describes the company's complete line of gas circulator heaters may be had on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

Write in No. A29 on card, Pg. 117

**Chains and Chain Assemblies.** A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for inside or outside display stating, "We Sell Chain." Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo.

Write in No. A30 on card, Pg. 117

**Repair Handle.** A catalog sheet is available describing the advantages of the Drive-Ezy Repair Handle. Step-by-step illustrations show the procedure for inserting the new handle which is designed to follow the curve of all hollow back shovels, spades, or scoops. Reverse side of

## NEW! POPULAR-PRICED MODEL OF LANGLEY'S FAMOUS EASY-CASTING CLOSED-FACE REEL

LANGLEY STATIONARY SPOOL

LANGLEY THUMB CONTROL

LANGLEY CLOSED FACE

LANGLEY STAR DRAG

CONVENIENT DOUBLE HANDLE

ADVERTISED PRICE  
ONLY \$14.95  
Factory-filled with 120 yards  
6 lb monofilament

THE NEW  
**Langley "999"**

LANGLEY CORPORATION DEPT. 48  
310 EUCLID AVE. SAN DIEGO 12, CALIFORNIA



**The NEW  
Profitable Way to  
Sell and Stock  
FAMOUS PHOENIX  
AND JUNIATA  
Horse and Mule Shoes**

**HANDY TO PAIR  
DISPLAY PACK**



- Economical Size for Owners
- Permits Stocking Representative Patterns With Small Investment
- Easy to Handle on Counters and in Stock Room
- Over 300 Patterns and Sizes—also available in 50- and 100-lb. cartons

Here's the convenient way to realize extra profits, with minimum investment, from horse and mule shoes. With the new 10 Pair Pack, you need to stock only the most popular patterns and sizes for your area. Take advantage of the profit opportunities this market offers. Send coupon below for selection list and prices and free booklet "How to Care for the Feet of Your Horses and Mules."

**PHOENIX MANUFACTURING COMPANY**

JOLIET, ILLINOIS

Founded

1882



World's Largest  
Manufacturer  
of Horse, Mule  
and Racing Shoes

Horseshoe Products Division  
Phoenix Manufacturing Company • Joliet, Illinois 812-5

Send selection list for 10 Pair Pack and free booklet "How to Care for the Feet of Your Horses and Mules."

sheet lists stock numbers which the handle fits. O. Ames Co., Parkersburg, W. Va.

Write in No. A31 on card, Pg. 117

**Ornamental Iron.** The company's 12-page catalog not only covers TFC Ornamental Iron adjustable rails and columns, but also explains how to sell iron work with "step-up" merchandising, getting customers to spend a little more. Tennessee Fabricating Co., 1490 Grimes, Memphis 6, Tenn.

Write in No. A32 on card, Pg. 117

**Industrial Fasteners.** A 44-page condensed catalog covering the company's line of bolts, nuts, rivets, screws and other industrial fasteners is available. The catalog is 5½ x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.

Write in No. A33 on card, Pg. 117

**Twine.** A 46-page catalog in color entitled, "Columbian Twine for Every Use," is available. It explains how a wide latitude of kinds and sizes of high quality twines are made from fibres such as jute, hemp, sisal, manila, flax and paper, as well as the newer synthetic fibres of nylon and dacron. In an evaluation of

twine economy, the booklet describes strength, yardage, appearance and price, the important factors of strength, knot strength and package break. An illustrated twine terminology, a multitude of descriptive photos, and the printing on a heavy stock bond are other features incorporated to make this comprehensive catalog an attractive and helpful booklet on service. Columbian Rope Co., Auburn, N. Y.

Write in No. A34 on card, Pg. 117

**Store Displays.** Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Write in No. A35 on card, Pg. 117

**Firearms.** An expanded firearms catalog, available to the trade, gives detailed specification information, prices, etc., on the complete Mossberg line of rifles, shotguns, telescope sights, and Covey hand trap. It includes information on the company's newest models. Catalog is in color. O. F. Mossberg & Sons, Inc., New Haven, Conn.

Write in No. A36 on card, Pg. 117

**Life Saving Line.** A full color cat-

MODEL NO. W90	
MODEL NO. W85	
MODEL NO. W21	
MODEL NO. W814	
MODEL NO. V260	
MODEL NO. V36	
MODEL NO. V010	
MODEL NO. V700	

**STOCK THE COMPLETE FORSBERG LINE  
OF SWEDISH QUALITY HAND TOOLS**

**TWO FAMOUS BRANDS**



Whale brand tools are the top quality tools of the Forsberg line which include hack saw frames and blades, band saw blades, hand drills and screw drivers. All handsomely packaged for display. Highest profit on every item.



Viking brand tools are lower priced Forsberg tools which nevertheless are dependably made for long service life. Line includes hack saw frames, keyhole saws, coping saws, screw drivers and hand drills.

Send for new catalog today

**Forsberg**

over 45 years of manufacturing experience  
THE FORSBERG MFG. CO., BPT., CONN.

**REPRESENTATIVES:**

Fry-Holbrook & Co., 1429 Peachtree St., N. E. Atlanta 9, Ga.  
H. A. Varner Associates, 1601 Cranway Dr., Houston 24, Texas.

alog offering illustrations and dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on request. Red Head Brand Co., 4300 West Belmont Ave., Chicago 41, Ill.

Write in No. A37 on card, Pg. 117

**Sportswear.** The clothing "preferred by sportsmen for more than 50 years" is presented in a colorful sportswear catalog. The catalog is 8½ by 11 inches and contains 36 pages which feature items such as Aircel insulated cold-weather clothing, Dri-Deal waterproof rainwear, camouflage clothing, insulated underwear, new Air Force yellow safety color, and other Duxbak garments that "shed water like a duck's back." Utica Duxbak Corp., Utica, N. Y.

Write in No. A36 on card, Pg. 117

**Metal Merchandisers.** A 40-page catalog, #390, illustrating and describing the line of Viz-U-Bilt all-metal merchandisers is being offered to dealers. The gondola-type self-selection units described are available in a wide variety of styles, sizes, and colors. Adjustable, perforated metal shelving, clip-in splicers, and a complete selection of accessories make them flexible and adaptable to all types of merchandise. L. A. Darling Co., Bronson, Mich.

Write in No. A39 on card, Pg. 117

**Chemical Dehumidifier.** A colorful consumer folder, "How To Avoid Rust, Mildew, Musty Odors Throughout The House," is available. It gives comprehensive information about De-Moist chemical dehumidifier and contains a chart illustrating many new uses. Also available are 3-color catalog sheets featuring Oven-Aid Cleaner, Free-All Septic Tank Cleaner, Chimney Sweep Fuel Additive, and Chimney Sweep Fireplace Powder. G. N. Coughlan Co., West Orange, N. J.

Write in No. A40 on card, Pg. 117

**Fishing Tackle.** Offering a complete line of volume-priced Compac fishing tackle, the company lists hundreds of tackle items including rods, reels, lures, creels, flies, displays, nets, fish hooks, gunscoops, and swivels in an all-inclusive 22-page, spiral bound, two-color general catalog. Commerce Pacific, Inc., 181 West 24th St., Los Angeles 7, Calif.

Write in No. A41 on card, Pg. 117

**Store Fixtures.** The Challenger line of 1958 steel and wood store fixtures is profusely illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. M & D Store Fixtures, Inc., Chicago 3, Ill.

Write in No. A42 on card, Pg. 117

# Atlas

## No. A200

Self-Service

# TACK and NAIL BAR



HOLDS 200 2-OZ.  
"WINDOW BOXES"

TAKES LESS THAN  
1½ SQ. FT. OF  
COUNTER SPACE.

Actual size 12" wide x  
17" deep x 19" high.

- **BIGGER PROFIT** — Sell full 2-oz. Atlas "window boxes" for 15¢ each. Compared to plastic tubes and smaller boxes at 10¢, your customers get up to 100% more merchandise for the extra nickel and **YOU GET FROM 65% to 100% MORE PROFIT.** Everybody benefits!

Total Retail Value (200 pkgs. @ 15¢)	\$30.00
Retail Cost	18.00
Retail Profit (40%)	\$12.00

- **PROVEN FASTER TURNOVER** — More than 20,000 Atlas merchandising displays in actual use have proven their ability to **TURN STOCK 5 to 7 TIMES PER YEAR** (two to three times the normal rate). In addition, self-service practically eliminates any selling cost.
- **COMPLETE LINE** — Display holds full initial shipment of 200 famous, red Atlas "window boxes" — **10 EACH OF THE 20 MOST POPULAR ITEMS.** No extra boxes to store or get lost. You get complete stock with **one order, one invoice, more profit.**

Merchandise and Display Shipped as One Unit

Two cartons banded together — weight 39 lbs. Refills of any Atlas ¼-lb. package available in wraps of 10.



# Atlas TACK CORP.

FAIRHAVEN, MASS. • HENDERSON, KY.

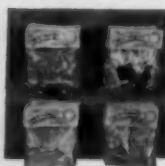


The new K-4 contains 21 of the most popular sizes and types of fixtures . . . 11 in transparent bags, 10 in open stock packages . . . plus 5 each of the most popular kit, 4 convenient sizes of perforated board and a supply of do-it-yourself folders.

List Price \$96.15



**K-2 MERCHANDISER**  
Attractively printed, 16"x20" counter unit, with a stock of 18 best selling fixtures and supply of folders.



**SELF SERVICE BAGS**  
Easily displayed in bin or perforated board for customer convenience, improved appearance, easier selling.

ORDER FROM YOUR WHOLESALE

**Turnbuckles, Inc.**

"One good turn (buckle) deserves another"

BOX 333, MICHIGAN CITY, INDIANA  
FACTORY: GRAND BEACH, MICHIGAN

**Plastic Pipe.** A brochure entitled "Irrigate and Beautify with Southwestern Plastic Pipe" features the many different uses of this material wherever there is a water transmission requirement. Recommended uses include golf courses, lawns, parks, playgrounds, farm irrigation, and municipal water systems. Southwestern Plastic Pipe Co., P. O. Box 117, Mineral Wells, Texas.

Write in No. A43 on card, Pg. 117

**Canvas and Nylon Products.** A 1958 complete line catalog is available which contains 48 pages devoted to pup tents, tarpaulins, Sure-Fit boat covers, and many other items. Hoosier Tarpaulin & Canvas Goods Co., 1302 West Washington St., Indianapolis 6, Ind.

Write in No. A44 on card, Pg. 117

**Hand Tool Handles.** Catalog A and Chart B are available to assist customers in determining which handle correctly fits certain striking and edge tools. Both are illustrated and give full details; information is given also on the quality of the product. O. P. Link Handle Co., Inc., Salem, Ind.

Write in No. A45 on card, Pg. 117

**Special Purpose Planes.** "How to Use Special Purpose Planes," a 20-page booklet on various types of rabbet, router, and double-edge tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings showing the planes in use and the innumerable cuts that can be made with special purpose planes, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

Write in No. A46 on card, Pg. 117

**Screw Anchors.** Separate catalog sheets in two colors describe and illustrate Molly Jack Nuts, Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer. Molly Corp., Reading, Pa.

Write in No. A47 on card, Pg. 117

**Pliers, Horseshoe Game.** A descriptive catalog which includes illustrations of two long-reach pliers, the DB58 and NN58, may be obtained on request from the manufacturer. Other tool booklets are also available at no charge. The company offers pamphlets, free, which give instructions, application helps, specification horseshoes; entitled "How to Play Horseshoe and How to Organize a Horseshoe Club." Diamond Tool & Horseshoe Co., Duluth, Minn.

Write in No. A48 on card, Pg. 117

**Plastic Pipe.** Literature and complete product data on all types of

plastic pipe manufactured by the company is available upon request. Pipe includes Polyethylene, Kralastic, Polyvinyl Chloride, Butyrate, and Chem-Weld drain pipe. Each coil of Southwestern Polyethylene is now wrapped or packaged. Southwestern Plastic Pipe Co., P. O. Box 117, Mineral Wells, Texas.

Write in No. A49 on card, Pg. 117

**Toys.** A full-color catalog insert now available features the leading items in the company's newly-styled line of doll carriages, strollers, and children's furniture. The items are illustrated in their actual color combinations and a complete description including specifications and weights accompanies each illustration. Also available is the toy firm's complete 16-page, three-color catalog featuring the full line of 18 doll carriages, 10 strollers, seven table and chair sets, six rockers, and three toy chests. South Bend Toy Manufacturing Co., South Bend, Ind.

Write in No. A50 on card, Pg. 117

**Farmers and Ranchers Handbook.** Information essential to successful farm operation and items of interest to every member of the family are included in the complete 72-page full color catalog of USS Steel Products for farm and home. Fencing, roofing and siding receive special coverage with numerous illustrations, application helps, specification charts, and "how to" instructions. General information on care of animals, tips on electricity, fish ponds, etc., the use of nails; information about building materials; and an offer of free building plans for various types of farm structures are among the topics discussed. Tennessee Coal & Iron Division, Fairfield, Ala.

Write in No. A51 on card, Pg. 117

**Fishing Rods.** The illustrated 1959 catalog of Harnell fishing rods is now available. It introduces a line of salt water conventional and spinning rods and blanks known as the "Ultimate." Ultimate live bait or boat rods, and salt water spinning rods are all one piece rods in 8', 9', and 10' overall lengths. The catalog also features other Harnell black spun glass tubular fishing rods. George Hine Products Co., 4094 Glencoe Ave., Venice, Calif.

Write in No. A52 on card, Pg. 117

**Buying Guide.** A four-page guide to better buying contains a complete stock list of materials that are available from all Reynolds Aluminum Supply Co. warehouses. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

Write in No. A53 on card, Pg. 117

**Window Glass.** A 12-page catalog entitled "Sales Aids for 1957-58" is offered. The catalog illustrates and briefly describes the various mer-



# MAKE BIGGER PROFITS IN PAINT SUNDRIES

## Stock Dexall Products

the only complete line of painting and maintenance accessories... delivered to you from one nearby source. Full 40% profit... satisfied customers mean rapid turnover.

**DEXALL BRUSH CLEANER**—renews any brush, no matter how hardened and caked with paint.

**DEXALL WOOD BLEACH**—the most effective, fast-working and easy-to-use bleach... for finest furniture refinishing.

**DEXALL HOLD-TITE GLUE**—an all-purpose white glue of tremendous strength. Dries clear, won't stain. Squeeze-bottle applicator.

**DEXALL PATCHING PASTE**—ready-mixed, smooth-finish, spackling compound. Applies easier, bonds tighter.

**DEXALL TACK RAG**—aids fine painting. One wipe picks up dirt and dust. Use over and over again.

**DEXALL STAIN COVER**—seals mahogany and other aniline dyes and stains. Provides good base for finish coats.

**DEXALL PREPARITE**—liquid sanding aid cleans and dulls enameled and varnished surfaces before refinishing. Saves hours of sanding time.

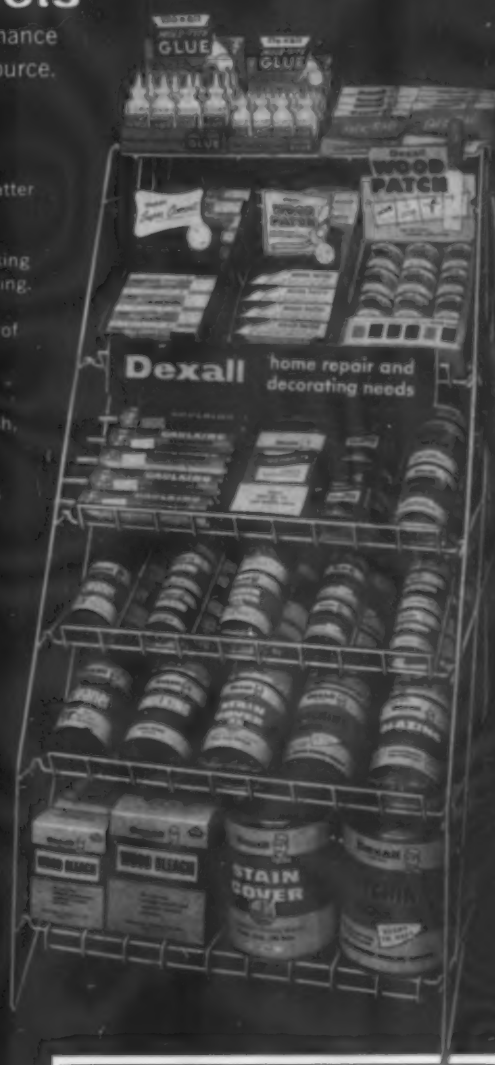
**DEXALL WOOD PATCH**—actual wood in easy-to-use, nonshrinking paste form... in tubes and cans. Six colors.

**DEXALL SUPER CEMENT**—nitrocellulose-type cement. Makes waterproof bond on wood, metal, glass, china, leather, plastic and paper.

**DEXALL GLAZING COMPOUND**—for wood or metal sash. Remains elastic, will not crack.

**DEXALL CAULKING COMPOUND**—tough, elastic, long-lasting seal. Knife and gun grades.

**DEXALL CAULKING GUN**—heavy-gauge, all-steel construction. Fits any metal or fiber cartridge.



### YOU SAVE MONEY...YOU SAVE TIME...WITH DEXALL

A single nearby source keeps your low inventory requirements at peak efficiency. Place one order... save on freight costs!

### DESHLER PRODUCTS CO., Deshler, Ohio

distributed by The Sherwin-Williams Co., Cleveland  
Acme Quality Paints, Inc., Detroit • John Lucas & Co., Inc., Philadelphia  
W. W. Lawrence & Co., Pittsburgh • The Martin-Senour Co., Chicago  
The Lowe Bros. Co., Dayton • Rogers Paint Products, Inc., Detroit

### SELF-SERVICE MERCHANDISER!

This complete Dexall department requires only four square feet of floor space. Will build sales and profits... fast... in your store. Write now for details.

# SALES NEWS:



## New Package for Bassick "Nomar" Cups

In their new attractive window package Bassick "Nomar" furniture cups rate a top spot on your display counters.

The convenient package of four makes it easier than ever for customers to see and buy these top quality furniture rests. Made of non-marking, unbreakable phenolic composition, they fit any furniture, spread the weight, protect floors and floor coverings. Two fast-selling sizes, 1 3/8 or 1 1/2" dia. Nos. NDC-6 and NDC-7.

## Sell Nomar Rests, too



These finest floor protectors are designed to attach to furniture legs, distribute the weight and protect floors. They allow easy sliding. THE BASSICK COMPANY, Bridgeport 5, Connecticut. In Canada: Belleville, Ont.



chandising helps for dealers. Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

Write in No. A54 on card, Pg. 117

**Padlocks.** Padlocks to meet every need are described in a 20-page catalog which features actual size illustrations of the company's entire line. Included for the first time is a section on special long shackle padlocks. Also described are two newly designed super security padlocks which have an extra short shackle clearance of only 1/4-inch. Other sections of Catalog #56 describe Master's Special Service Department, as well as Master's padlock and bikelock display boards. Master Lock Co., Milwaukee 45, Wis.

Write in No. A55 on card, Pg. 117

**Fishing Tackle.** Advances in the restyling of the company's complete line of spinning type fishing tackle are illustrated in the 1958 catalog, now available. Color is said to be the keynote in the 1958 line, and full descriptions of items are included. The catalog has a four-color cover and the inside back cover is devoted to sales aids offered to dealers. The Airex Corp., 411 Fourth Ave., New York City, N. Y.

Write in No. A56 on card, Pg. 117

**Tapes and Tape Rules.** Colorful catalog pages cover the company's complete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Write in No. A57 on card, Pg. 117

**Hack Saw Blades.** A catalog page is available covering the Griffin line of Hand Hack Saw Blades, Coping Saw Blades, Jig Saw Blades and Scroll Saw Blades. G. W. Griffin Co., Franklin, N. H.

Write in No. A58 on card, Pg. 117

**Door Hardware.** A booklet illustrating door hardware items contains compact technical information and provides answers to customers' "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. A59 on card, Pg. 117

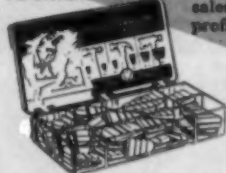
**Fishing Accessories.** The full range of the company's casting, surf-squidding, and monofilament fishing lines and related equipment—43 types, in all—is described in a compact catalog, illustrated in color. Each line type appears in a separate, quickly-located section. New packaging de-

these displays will boost your sales of

## Red Devil GRADY WEDGES

Transparent plastic container displays full assortment of most-needed sizes. Helps you boost sales of these extra-profit wedges.

AS DISPLAY



WC1 DISPLAY



Attractive two-color card contains complete home assortment of five different wedges in plastic bag. 12 units to a display card.



WEDGE DISPLAY CARD

Combination display card is die-cut to hold Nos. 5 and 10 wedges for fast service and impulse sales. Contains 36 No. 5 and 24 No. 10 wedges. Also available: No. 5 card—36 No. 5's, No. 10 card—24 No. 10's.

Red Devil Grady Wedges are rust-resistant, chip-proof. Pound them into the head of any handle-type tool—they'll never come out.



## Red Devil Tools.

Union, N. J. U.S.A.

## for leakproof, pressure-tight connections

use  
**TiteSeal**

### SEALING COMPOUNDS

Heat and vibration-proof, non-solvent, will not shrink, crack or crumble. Makes all assemblies leak-proof and pressure-tight. Prevents rust, corrosion, joint seizure.



7 BASIC  
BLENDS

## LIQUID WRENCH

The super-penetrating  
rust solvent

### LOOSENS

rusted bolts, nuts,  
screws, 'frozen' parts

Liquid Wrench works fast...yet is absolutely safe for all metals and alloys.



At Industrial, Automotive,  
Hardware, Plumbing Jobs

RADIATOR SPECIALTY CO.

Chicopee, Mass. U.S.A.



velopments are detailed, and a convenient list of the company's nationwide structure of representatives is also included. Sunset Mills, Florence, Ala., and Petaluma, Calif.

Write in No. A60 on card, Pg. 117

**Aluminum Furniture.** The Delighter 4-color catalog featuring the 1958 line of aluminum casual and summer furniture is available upon request. Universal Converting Corp., Dept. 1957C, Sawyer St., New Bedford, Mass.

Write in No. A61 on card, Pg. 117

**Pumps.** A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The line includes jet, submersible, and piston-type pumps in a wide variety of shallow well, convertible, and deep well models. The Tait Manufacturing Co., 200 Detrick St., Dayton 1, Ohio.

Write in No. A62 on card, Pg. 117

**Plastic Pipe.** Ace Supplex flexible polyethylene plastic pipe and fittings are described in Bulletin CE-57. Contents of the 8-page bulletin include: applications for Supplex pipe, sizes of standard pipe and fittings, installation instructions, technical properties, and estimated flow rates for water in various pipe sizes. It also contains a chart which lists many common industrial liquids and specifies which of these liquids may be carried in Supplex piping. Supplex Co., Division of Amerace Corp., 93 Worth St., New York 13, N. Y.

Write in No. A63 on card, Pg. 117

**Hack Saw Frame.** An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available catalog. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

Write in No. A64 on card, Pg. 117

**Lawn Mowers.** Catalog sheets which picture the entire Lazy Boy lawn mower line and the new Lazy Boy power sulkies in full color, with complete descriptions of best-selling features, are offered. They are available in 8½- x 11-inch size or 11- x 11-inch, and are printed on both sides. Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo.

Write in No. A65 on card, Pg. 117

**Sprayer and Duster Line.** A Hudson Sprayer and Duster Catalog (No. 501) shows and describes completely the company's line of hand- and power operated sprayers and dusters, and includes the Matador Power Sprayer line with tank capacities from 15 to 250 gallons. Types of sprayers include compression, knap-

sack, Hydra-Gun, Trombone, bucket and barrel spray-pumps, wheelbarrow, electric, hand- and power-operated. Duster models include rotary, Knapsack, traction, electric and hand types. Accessories and service parts are included also. H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago 11, Ill.

Write in No. A66 on card, Pg. 117

**Pumps.** Lancaster's line of Dutchman jet pumps and of the Lawn-Pak lawn sprinkling pumps are featured on two available catalog sheets. The pages are in black and white, are well illustrated, and contain complete specification data. Lancaster Pump and Manufacturing Co., Inc.,

Lancaster, Pa.

Write in No. A67 on card, Pg. 117

**Fishing and Marine Accessories.** The complete 1958 line of Frabill fishing tackle accessories and marine accessories is shown in a catalog made available to dealers. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

Write in No. A68 on card, Pg. 117

**Cleaning Supplies.** "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a six-page color folder offered to dealers as an aid in setting up a cleaning supplies center. Ox Fibre Brush Co.,

## A SALE IS IN THE MAKING

### CHANNEL LOCK No. 420



Every time one of your customers "hefts" a CHANNELLOCK No. 420, a sale is in the making. He'll like its pipe-wrench grip... its obvious all 'round usefulness. And the odds are he'll tell you to wrap it up. Hundreds of thousands of hardware store customers do just that every year.

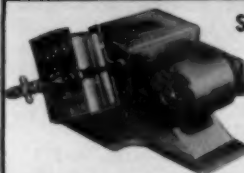
Cash in on Channellock's growing sales. Put these handy pliers out front where your customers can eye 'em and buy 'em. You'll like the extra profits. Let us send you our new catalog.

**CHAMPION SHARPENING TOOL COMPANY**  
MEADVILLE, PENNSYLVANIA

IT'S EASIER TO STOCK JUST ONE LINE OF PLIERS IT'S PROFIT-WISE TO STOCK THE CHANNEL LOCK LINE



## TWO VERSATILE and ECONOMICAL MIRACLE PAINT MIXERS



**STANDARD  
MODEL**  
MST-1

**\$109.50**

f.o.b. St. Paul

This low-priced, high quality paint mixer will accept from 1/4 pint to 1-gallon or 2-one quart containers. Equipped with 1/4 H.P. motor.



**HORIZONTAL  
MODEL**  
MMH-2

**\$129.50**

f.o.b. St. Paul

Capacity from 1/4 pint to 2-one gallon containers or 4-one quart cans. Vibrationless... absolutely no bolting down!

Write for Free Complete Catalog

**MIRACLE PAINT REJUVENATOR CO.**

800 N. Robert St., St. Paul 1, Minn. - Capital 2, 1960  
Paint Mixers from 1/4 pt. to 55 gal. drum

## Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. HORSE COLLAR PADS



For every work horse and mule.  
"The pad with the rust-proof  
red hooks"

## Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. TRACTOR SEAT CUSHIONS



For every tractor and farm  
implement seat.

See your jobber or write us.

**THE AMERICAN PAD & TEXTILE CO.**  
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO  
HORSE COLLAR PADS SINCE 1881

Frederick, Md.

Write in No. A69 on card, Pg. 117

**Water Appliance Promotions.** A comprehensive 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog shows suggested consumer literature; local advertising for newspapers, radio, television, and directories; point-of-sale aids; indoor and outdoor signs; and numerous specialty items. In addition, the catalog tells how and when to use these items most effectively. And a special feature tells how to get valuable local publicity for "yourself, your business, and Rapidayton products." The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Write in No. A70 on card, Pg. 117

**Specialty Nails.** A catalog containing a wealth of information about specialty nails is available. Profusely illustrated with scale drawings of the nails, the catalog serves as a reference book for both salesmen and customers. It contains complete nail specifications. Handy charts give vital data about the sizes and quantities of nails to use for various applications. Each nail is identified by stock number and is priced from a separate list. W. H. Maze Co., Peru, Ill.

Write in No. A71 on card, Pg. 117

**Oilers and Cans.** A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 55 General Catalog, and No. 55C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

Write in No. A72 on card, Pg. 117

**Dealer Displays.** Thirty-one different displays of Cabinet Hardware are illustrated in Amerock's No. 104 Catalog of Dealer Displays. The catalog is said to cover the right kind of display for any store arrangement, any department, or any "on-the-job" use. Amerock Corp., Rockford, Ill.

Write in No. A73 on card, Pg. 117

**Bells.** A 12-page colorful catalog is available which illustrates and gives complete information on the company's line of bells. The line includes hand bells, tea, call, cow, patio, bicycle, yacht, souvenir, and numerous other types of bells. Bevin Brothers Manufacturing Co., East Hampton, Conn.

Write in No. A74 on card, Pg. 117

**Wood and Sheet Metal Screws.** Every master carton of Southern wood screws and sheet metal screws now contains Folder TC-4, "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

Folder TC-4 gives complete instructions for measuring length and diameter, head styles available, pilot hole sizes, drill bit sizes, etc. Supplies of the folders are available to wholesalers and dealers handling Southern screws; they are requested to use company letterhead in writing. Dealers are requested to give name of their wholesaler. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

Write in No. A75 on card, Pg. 117

## Revamped Displays Doubled Tool Sales

(Continued from page 21)

stocked. The entire stock was crowded into a comparatively small area. It was not the sort of display that attracts immediate attention.

The 35 feet of tool displays stretch down the right hand side of the store without a break. An overhead canopy, carrying concealed lights, also is continuous.

The base of the continuous display is about two feet high, which conceals extra stock. Atop this base are two rows of displays, the upper row set back to give easy access to the bins below. Bins in both rows are formed with glass partitions, movable and adjustable as needed to fit the merchandise shown.

Above the top row of display bins is a shelf, extending 14 inches back from the wall, making three rows of displays throughout the 35-foot space. There is an open area about five feet high between the top shelf and the canopy. Against the wall in this area Arnold displays larger tool items.

All bins carry price tags, so that self-service is easy and encouraged.

Across an aisle from the main display is a circular wrench fixture, which was installed at the same time the other tools were re-arranged and the new fixtures installed. Arnold declared that

## LIVESTOCK SUPPLIES

The Largest Wholesale Stock in  
the South

Absolutely everything for the  
Livestock Farmer

WRITE For Dealers Catalog  
HD-59.

BREEDERS SUPPLY & EQUIPMENT CO.  
P. O. Box 1360 Tel. 2-8099 Lexington, Ky.

**IS IT TIME  
TO RENEW**

## **Your SUBSCRIPTION?**

You may have unintentionally overlooked the expiration of your subscription to SOUTHERN HARDWARE.

However, there is still time for you to catch up with the clock and to keep SOUTHERN HARDWARE coming to you without a break. The modest subscription price is so small when compared with the wealth of ideas that you get each month in SOUTHERN HARDWARE that you can well understand that it is impossible for us to offer you special deals of any kind. The only reason for the existence of SOUTHERN HARDWARE is the service that it renders to readers concerned with hardware wholesaling and retailing in the South and Southwest. Each month, the editors pre-select for you special facts and figures relating to your business and designed to make your reading informative and enjoyable.

So that we can continue to send you SOUTHERN HARDWARE, just return to us the order form with your remittance and we'll see to it that you don't miss a single issue from now on. Won't you do it today?

**CLIP and MAIL  
TODAY**

**W. R. C. SMITH PUBLISHING CO.**  
Department SH 1-57  
806 Peachtree St., N.E.  
Atlanta 8, Georgia

☐ New Subscription  
☐ Renewal Subscription

You may renew/enter my subscription to SOUTHERN HARDWARE for 3 years.

Name .....

P. O. Box or  
Street and No. ....

City ..... State .....

Firm ..... Position .....

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

THIS GIFT SEASON...

# TWO TOP GUNS ARE SHOOTING UP TO RECORD SALES



Hi-Standard Sentinel  
Snub-Barrel  
from \$37.50 retail

Hi-Standard  
Double-Nine  
from \$44.00 retail



**T**HIS Christmas, Hi-Standard brings you a double-barreled gift sensation — two of the highest-scoring sellers among all .22 handguns!

**THE DOUBLE-NINE** . . . a brand-new old-timer . . . ultra-modern action and the authentic glamor of the Old West . . . a hefty, man-sized .22 . . . 9-shot single and double action . . . with single-stroke, multiple ejection . . . double-fast shooting, double-quick reloading . . . and fastest selling of all Western handguns!

**THE SENTINEL** . . . for the man of action . . . or the lady of his choice . . . here's a 9-shot revolver available with 2½", 3", 4", and 6" barrel . . . all firing .22 shorts, longs and long rifles at the shooter's option. The Snub-Barrel Sentinel shown is a bright new idea for the gift season . . . comes in sparkling gold, turquoise, pink Dura-Tone finishes . . . in mahogany-finished display case . . . colorful, compact, classic!

Look also to Hi-Standard for the famous line of competition-type autoloaders — the Choice of the Champions — and the family of rugged, reliable sport-model 10-shot .22 autoloaders.

Each Hi-Standard .22 handgun is the top scorer . . . and the top seller in its class. Each is the product of the same superb craftsmanship that makes Hi-Standard the choice of more target shooters than all other .22's combined (National Matches, Camp Perry, 1958).

**FOR BIGGER CHRISTMAS PROFITS,  
PHONE YOUR JOBBER NOW!**

**The High Standard Manufacturing Corporation**

Hamden, Conn.

Eastern Canada Representatives: Canadian Gun Agencies — Peterborough, Ont.

this display has more than doubled the sale of wrenches of all kinds, from the small home items, to higher - priced mechanics' wrenches.

On down the aisle are three island displays to show larger units not easy to display in the glass-partitioned bins in the main display. But all three island units are so close to the main display that no customer who checks anything in the displays along the wall can overlook the island units and the wrench display.

"Although we did not increase our investment in tools," Arnold explained, "we did add additional lines, to meet the price demand at both ends of the price scale. That was possible without increasing the stock investment because turnover has doubled since we re-arranged the tool display."

He replaces the emphasis on quality tools, and these get the favored display spots. But he has found that some customers expect to find prices on small hand tools, especially, competitive to those in the automotive chain stores and supermarkets; and Arnold added enough low-bracket merchandise to meet this expectation.

"A lot of customers come in with the intention of buying a cheap wrench or screwdriver," Arnold said, "and see the difference in quality between the low-priced item and a real quality tool and they sell themselves on the value of the higher-priced item. Still, if we did not have the cheaper tools in stock, people would stop coming here when they wanted cheaper tools. And we would miss the opportunity to sell them something better."

It is just as important, in order to keep people coming back to the tool department, to have the best available tools for those who want the best, as it is to show lower-priced units for the chain store customer, Arnold stated, and that is why he added a few top quality items to those already in stock.

In addition to doubling tool volume in two years on the same investment, the new tool arrangement has increased store traffic, Arnold pointed out, and that in turn has helped indirectly to increase volume of other departments.

Tools get prominent periodical play in the show windows, and at least something remains in one of the windows at all times to remind people of the attractive tool department.



# NEW PRODUCTS

**For more information on these new products  
use the return free post card on page 117**

## Rotating Sprinkler

A rotating sprinkler that waters a square, the Green Spot H-735 Square Sprinkler, is introduced by Scovill Manufacturing Co., Waterbury, Conn. Watering squares up to 35' x 35', the sprinkler operates on any water pressure from very low to high and gives an even rain-drop coverage.



The rotating fins are made of anodized aluminum, the spray head of brass, and the base of a tough high impact thermoplastic resin.

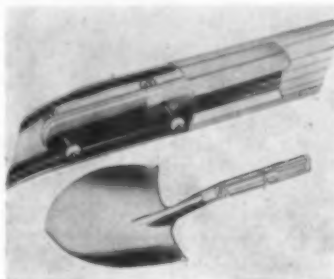
Retail price is \$2.95. For more information—

Write in No. 818 on card, Pg. 117

## User-Safety Shovel

A shovel with patented I-Beam handle reinforcement to reduce accidents and injuries resulting from handle breakage is announced by The Wood Shovel & Tool Co., Piqua, Ohio. The company states that it increases handle stress resistance from 150-190 lbs. to 350-400 lbs.

I-Beam consists of two steel strips slotted into the handle, anchored at



one end by socket rivets, and floating free at flanged end. When handle is sprung abnormally, the steel insert takes the overload. For more information—

Write in No. 819 on card, Pg. 117

## Closed-Face Reel

Newest addition to the line of precision-made casting and spinning reels offered by the Langley Corp., 310 Euclid Ave., San Diego 12, Calif., is the "999", popularly-priced companion model of the Cast-Flo Deluxe



closed-face reel.

The reel is equipped with star drag and double handle for greater casting ease and quick retrieve. Factory-filled with 120 yards of 6-lb. monofilament, the Langley "999" sells for \$14.95. The reel fits any casting rod. For more information—

Write in No. 820 on card, Pg. 117

## Hand Mower

The "Silent Yard-Man" hand mower, announced by Yard-Man, Inc., Jackson, Mich., has a rigid, all steel frame which holds the reel and bed-knife in alignment. Five "Austempered" steel blades do not touch or scrape the one-piece bed-knife, yet are said to mow smoothly, cleanly, and quietly.



Special anti-wind grass guards protect the double sealed reel bearings. Hi-Lo cutting height control permits adjustment from 1/4" to 2 1/4". Bed-knife and roller adjustments are located outside the frame for ease and convenience.

The mower has 9 1/2" diamond tread tires, and a sturdy, tubular steel handle. For more information—

Write in No. 821 on card, Pg. 117

## Lawnmaster Mower

A 19" rotary mower is one of a complete line of rotary, reel, and riding mowers offered by The Lawnmaster Co., Inc., 610 South H St., Richmond, Ind. It carries a lifetime guarantee on the deck and a full year engine warranty.

The cutting width is a full 19" and cutting height can be adjusted



from 1" to 3". The staggered wheels are designed to keep the mower level on all terrain and to prevent scalping.

The mower also features a fixed hub with shear pin. It is powered

by a Clinton 4-cycle 2.75 hp engine with a recoil starter. The deck is made of 14-gauge stamped steel and the handle is chrome finished. The two front wheels are 5" in diameter and the rear wheels are 7". The mower weighs approximately 42 lbs. and is equipped with a leaf mulcher. For more information—

Write in No. 822 on card, Pg. 117

## Atlas-Aire Mower

The Atlas-Aire Model SP300A 21" self-propelled mower is being introduced by Atlas Tool and Manufacturing Co., 5147 Natural Bridge, St. Louis 15, Mo., as one of seven promotional Atlas-Aire mowers designed for 1959.

The SP300A is a full-sized 21" mower with 4-cycle 3-hp Briggs & Stratton engine, Choke-A-Matic control and remote rewind starter. Self-propelled is by friction drive to ball-bearing rear wheels. Mower handle is raised to engage self-propelled drive, lowered to disengage, and is weighted to stay down when the drive is disengaged. The handle may be locked out of self-propelled for normal push mowing.

Atlas-Aire's 21" self-propelled mower features the Atlas Stor-Mower handle with Hi-Lo adjustment.



The handle stands upright for easy storage, and can be adjusted up or down a full five inches to the height most convenient for the owner. All mower parts have a special phosphatized corona tan and red finish.

A new type Atlas blade is said to make it easier to start the mower, with less blade dragging the grass. For more information—

Write in No. 823 on card, Pg. 117

## Gold Line Tumbler Sets

Gold Line Tumblers, a product of The Plas-Tex Corp., 2525 Military

## SOLID BRAIDED NYLON ROPE

DIAM.	500 Ft.	1000 Ft.
1/8"	\$ 6.05	\$11.75
9/64"	7.10	13.80
5/32"	8.70	16.65
3/16"	12.49	23.88
1/4"	17.38	33.75
5/16"	32.05	61.10
3/8"	49.23	94.40

1/4" Polyethylene rope (it floats, does not stretch) — .02c per ft.

### F.O.B. FACTORY

**\$2.75 CWT freight allowance on orders of 100 pounds minimum.**

Write for prices on sizes and quantities other than shown.

**T. R. HALL MFG. COMPANY**  
520 Ireland Street  
Burlington, North Carolina

keep your customers sold with



- choice of aluminum, galvanoid or bronze—in 100' rolls, in widths (including all Standard Widths) from 16" through 48"
- unrolls flat, stays flat; won't bulge, buckle or pucker, when properly secured
- reinforced selvages provide a good body for tacking... screening won't pull away from the molding, even where it's "grooved-in"
- mesh is always uniform throughout... holes are clog-free... wires are never snakey
- finishes add lustre, increase light transmission, eliminate unsightly streaks and stains

Contact the sales office nearest you, for information and prompt delivery.

**GOLD STRAND**  
INSECT WIRE SCREENING

PRODUCT OF WICKWIRE SPENCER STEEL DIVISION  
THE COLORADO FUEL AND IRON CORPORATION

WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit  
New Orleans • New York • Philadelphia THE COLORADO FUEL AND IRON CORPORATION  
Houston — Albuquerque • Amarillo • Billings • Boise • Butte • Denver • El Paso • Ft. Worth  
Lincoln (Nebr.) • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland  
Pueblo • Salt Lake City • San Francisco • San Leandro • Seattle • Spokane • Wichita

5774



Ave., Los Angeles 64, Calif., are gift-packed to retail at \$5.96, and are available in either black or white with gold coasters.

The six 15-oz. tumblers and six removable coasters are made of Marlex rigid polyethylene. They are boil-proof and can be washed in any automatic dishwasher. The gold finished coasters are non-tarnishing and protect table tops.

Designated item #566, the Plas-Tex Deluxe Tumbler Sets, are packed six sets per carton, shipping weight 9½ lbs. For more information—

Write in No. 824 on card, Pg. 117

## "Zip Bits"

"Zip Bits," available individually, in 6-piece or 11-piece metal rack sets, or 6-piece plastic roll set, are offered by Greenlee Tool Co., Rockford, Ill. The new spade-type bits are said to literally "zip" through any wood at any angle. They are designed for use in all electric drills, any speed, and offer a full size range from  $\frac{1}{4}$ " through 1".



The retail prices start at 60 cents. Sets in metal workbench racks or plastic rolls range from \$3.90 for a 6-piece set, to \$7.15 list for an 11-piece set.

Hexagon milled shanks are said to make chucking extra easy and to give positive nonslip drive. Cutting edges of the new bits may be resharpened by filing or grinding. For more information—

Write in No. 825 on card, Pg. 117



**THINK  
AND YOU'LL  
HANDLE  
LINK...**



- 1** REDDY - FIT EYES take only a fraction of the time to fit the tool as compared to the old style, oversized eye—a big sales advantage to you and your customers.

- 2** ACCURATELY GRADED and CLEARLY LABELED, handles individually identified as to name, pattern number and weight tool they will fit. It's easy to order the handle you want and get what you order.

- 3** WALL CHARTS guarantee easy tool fit, assure fast turnover and more profits for you. Full size reproduction of eye end of handles, so tool can be compared for perfect fit. Can be placed on wall in a prominent location. Helps customers sell and serve themselves.

- 4** **PROVEN SALES and MERCHANDISING PROGRAM** — factual, comprehensive sales literature packed with handles — ready for your immediate use.

Write today for your free copy of "A Handle Program for the Hardware Retailer," sample handle, Catalog A and Wall Chart. Wholesalers, please request "A Handle Program for the Hardware Jobber" and/or "A Handle Program for the Industrial Distributor."

**The Handle That  
Stays Put on  
the Tool, but Not  
on the Shelf!**

**Sold exclusively  
through selected  
wholesalers**

# O.P. LINK

**HANDLE COMPANY**  
Manufacturers of  
*America's Finest Handles*  
**SALEM, INDIANA**



## Ceramic Door Hardware

The addition of the "Venus" design to its 5280 interior residential



lockset line was announced recently by The Yale & Towne Manufacturing Co., White Plains, N. Y.

The new design is a spherical ceramic knob with a convex face; it is available in white, black, grey, and in pastel shades of pink, blue, yellow, and green. Metal trim for each color is supplied in the finish most harmonious with it. The Venus locksets are furnished in all interior locking functions.

All the new labor-saving features

incorporated into other key-in-the-knob locksets in the Yale 5280 line will also be found in the Venus. The "panic-proof locking button" is furnished wherever there is a privacy locking requirement; it is automatically released when the inside knob is turned. For more information—

Write in No. 826 on card, Pg. 117

## Salt Water Reel

Commerce Pacific, Inc., 161 West 24th St., Los Angeles 7, Calif., announces the "Continental" salt water spinning reel. Both the housing and the spool are made of die-cast aluminum finished in black baked enamel. The spool is flanged to pre-



vent line tangling and features an integral brake mechanism composed of steel washers and leather spacers. An oversize knurled brake nut locks the spool on the reel with a half-twist coin-operated screw. Four to one gearing is by steel drive gear against bronze pinion with full Lubri-bronze bearings. The main shaft is supported front and rear with bearings to prevent "binding" under heavy loads.

All parts of the reel are treated to inhibit rust; many external parts are heavily chrome plated. The anti-reverse switch is positioned for one-finger operation without removing the hand from the torpedo-type handle. Weight is 17½ oz.; line capacity is 200 yds. of 18 lb. test monofilament. For more information—

Write in No. 827 on card, Pg. 117

## Riding Rotary Mower

The 1959 Choremaster riding rotary power mower, introduced by Yuba Power Products, Inc., West 8th at Evans St., Cincinnati 4, Ohio, has a maximum speed of five miles per hour and a 25" cutting swath.

Engine is mounted over the rear drive wheels for maximum traction. Controls are located within easy hand or foot reach from the sitting position. A Unitrol speed shift lever is located



immediately in front of the seat, holding any speed to five miles per hour and also controlling reverse and neutral actions.

The blade may be padlocked, yet the mower can be operated around the yard to pull an aerator, seeder-fertilizer, lawn roller, or carry-all cart — these are available as accessories. Blade heights adjusts to two, three, or four inches, while trimming can be done within one-half inch of walls, fences, etc.

Dimensions of the mower includes a 36" wheelbase, 55" length, 25" width, and 35" height. Weight is 330 lbs.

Retail prices are \$295.95 with a 3.5 hp engine and \$324.95 with either a 4.0 or 4.5 hp engine. For more information—

Write in No. 828 on card, Pg. 117

## A NEW SOURCE OF BUSINESS!

You can increase your sales volume and net profits with



# Hoosier's

NEW

## TARPAULIN SALES PROGRAM for WHOLESALE DISTRIBUTORS

### Here's How

You Get:

1. A suggested Stock of 5 Popular Sizes that represent 90% of Tarp Sales
2. Low \$ Investment
3. 35% Increase in Tarp Sales
4. 25% Net Profit
5. Fast Turn Over
6. Customer Satisfaction Guaranteed
7. Complete selling and merchandising aids



MAIL THIS  
COUPON TODAY

# Hoosier

Tarpaulin & Canvas Goods Co., Inc.  
1382-10 W. Washington St.  
Indianapolis 6, Indiana  
Telephone: MEIrose 2-9451

HOOSIER Tarpaulin & Canvas  
Goods Co., Inc.

P. O. Box 574, Indianapolis 6, Ind.  
Please send me your New Tarpaulins  
Sales Program for Wholesale Dis-  
tributors

Name..... Title.....

Firm Name.....

Street Address.....

City..... Zone..... State.....

## Hunting Coat

Red Head Brand Co., 4311 W. Belmont Ave., Chicago 41, Ill., announces its new model CYR Reversible Coat. Camouflage Army Duck shell is reversible to bright yellow poplin for hunter safety.



The coat is designed to be worn over insulated underwear or as a shell coat in warm climate, is light-weight for freedom of action and hunters' comfort. Special features include: fully reversible coat, full compliment of smartly-styled pockets on each side, heavy duty "double-zip" front works easy with gloves on. It has a carry-all pocket with zipper closure and contrasting dark brown, bulky knit collar and cuffs.

Retail price is \$23.95; matching reversible hood, \$3.50. For more information—

Write in No. 829 on card, Pg. 117

## Gun Cleaning Rods

Frank A. Hoppe, Inc., 2314 N. 8th St., Philadelphia 33, Pa., offers two sizes of improved Gun Cleaning Rods. One rod is sized for .22 caliber rifles. The other is sized for .30 caliber but, equipped with adapter, will clean any rifle or shotgun from .30 caliber to 12 gauge.

Gun owners have a choice of drill steel or duralumin shafts. In each style, the shaft revolves freely upon a ball bearing within the clear, unbreakable plastic handle. Cleaning rods are furnished in three pieces for compactness and easy carrying or storage. Special jags prevent patches



from coming loose during cleaning.

The rods retail at \$2.75 for drill steel or \$1.75 for aluminum shaft. For more information—

Write in No. 830 on card, Pg. 117

## Automatic Saucepan

An Automatic Electric Saucepan, featuring a removable control unit, was introduced recently by Sunbeam Corp., Chicago 50, Ill. Described as seven appliances in one, the saucepan serves as a saucepan, double boiler, Dutch Oven, corn popper, casserole, bun warmer, and chafing dish. It is a 3-quart size, has a triangular-shaped heating element, and a Cook-



FOR CATCHING THE FISHING TRADE!

# Gold Medal SEINE TWINES

Cotton, Nylon

### Gold Medal Cotton Seine Twine

The favorite of fishermen for generations...uniform, strong, easily worked.

### Gold Medal Continuous Filament Nylon Seine Twine

The finest Nylon seine twine...rotproof, long lasting...requires minimum care. Packaged in individual polyethylene bags.

### ...And Now Nyak Seine Twine

A synthetic twine of great strength and durability...offers the principal advantages of Nylon at a saving. Also packaged in polyethylene bags.



ORDER FROM YOUR JOBBER

**THE LINEN THREAD CO., INC.**

418 GRAND STREET • PATERSON 12, N. J.

Makers of Quality Twine Since 1784

New York • Chicago • San Francisco  
Boston • St. Louis • Baltimore • Gloucester

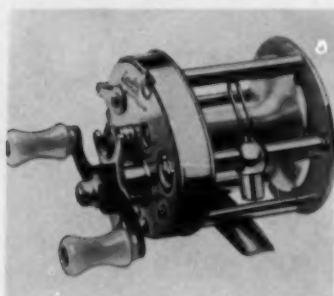
guide on the handle which gives recommended cooking times. Additionally, it is completely immersible in water with the control unit removed.

The control unit is fully interchangeable with any of the Sunbeam line of removable control appliances. For more information—

Write in No. 831 on card, Pg. 117

## Improved Saltwater Reel

A new feature of the Model 410A Whitecap saltwater reel is the polished solid aluminum spool with 300 yards of 12-lb. test monofilament line, according to the Langley Corp., 310 Euclid Ave., San Diego 12, Calif. The new monofilament



spool is interchangeable with the anti-inertia spool which was used formerly on the Whitecap reel.

Finished in corrosion-resistant chrome, Model 410A has star drag and level wind, and is designed for fresh as well as brackish and saltwater use.

Five additional casting reels, seven spinreels and the Cast-Flo "900" Deluxe closed face reel are pictured and described in a colorful 1959 reel catalog now available on request. For more information—

Write in No. 832 on card, Pg. 117

## Choremaster Mowers

Beginning with an 18" free wheeling, 2-hp, 2-cycle engine style, the 1959 line of 12 Choremaster rotary power mowers gradually increases to a 22" power propelled model with a 4-cycle, 3-hp motor, according to Yuba Power Products, Inc., West 8th at Evans St., Cincinnati 4, Ohio.

The 22" mower, shown, features



swept back styling, Equapoise wheels, and Dial-A-Season cutting height adjustment. An improved Safe-T-Guard is mounted to cover the rotary blade.

Adding to operating ease is the new Choremaster control center; a husky lever can be fingertip operated for "choke, slow, fast, and stop."

Six "Trimmer" rotary power mowers are included in the over-all 1959 line. All have recessed wheels for close trimming, heavy gauge steel or cast aluminum housings, permanently lubricated bearings, and snap-on handles. For more information—

Write in No. 833 on card, Pg. 117

## Trophy Kits

The Bron-Shoe Co., 269 East Broad St., Columbus 15, Ohio, invites dealers to cash in on its new "Hall of Fame" personalized trophies at absolutely no dealer cost or inventory. The company is now preserving any piece of athletic equipment such as football shoes, basketballs, gloves, etc. in bronze, silver, or gold plate and mounted on bases with plates suitable for engraving.

A free "Hall of Fame" Personalized Trophy Kit is offered to the dealer. The kit includes a full-color counter display card; a suggested sales letter for direct mail to local schools, colleges, and booster clubs; a large supply of colorful and informative price folders for customers; and job tags and address labels. All work is unconditionally guaranteed, and no inventory is ever necessary.

All prices listed in the customer's folder are retail, and the dealer takes

## CLASSIFIED

Old established manufacturers' representative wants salesman to work Tennessee, Kentucky, Mississippi and Alabama. Good opportunity for man 28 to 36 willing to work. Reply in own handwriting to Box 711, 806 Peachtree St. N.E., Atlanta, Ga.



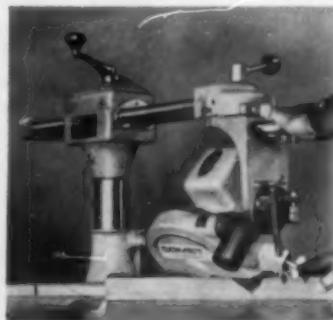
a 40 percent discount. Bron-Shoe points out that additional profits can be gained through the sale of engraving on the trophies. The retail cost is 10 cents per character; dealer cost is six cents. For more information—

Write in No. 834 on card, Pg. 117

## Home Workshop

Comet Manufacturing Co., 2033 Santa Fe Ave., Los Angeles 21, Calif., is introducing the Model F "Falcon" workshop. The new one hp, 9" radial arm saw is said to deliver an honest two hp under load.

Special features include mounting of the power unit on twin chrome



ALWAYS SELL GENUINE

# MOLLY

Write for Free Literature

## SCREW ANCHORS and JACK NUTS

MOLLY CORP.  
Reading, Pa.



**A record of service-**

...our 20th birthday  
...our 30th exhibit of housewares progress

With the forthcoming exhibit in January the NHMA completes the second decade of service to the housewares industry. Our only purpose is to serve that industry; our primary function is to provide a semi-annual meeting-place for buyer and seller; our only aim is to serve all members of the industry as efficiently as possible. Thanks to your wholehearted participation and cooperation the record is one of continuing success. In size and scope, and in providing maximum interchange of information and ideas at minimum expenditure of time and money, the NHMA National Housewares Exhibit ranks among the foremost trade exhibits in the world.



Navy Pier  
plus Drill Hall  
**CHICAGO**

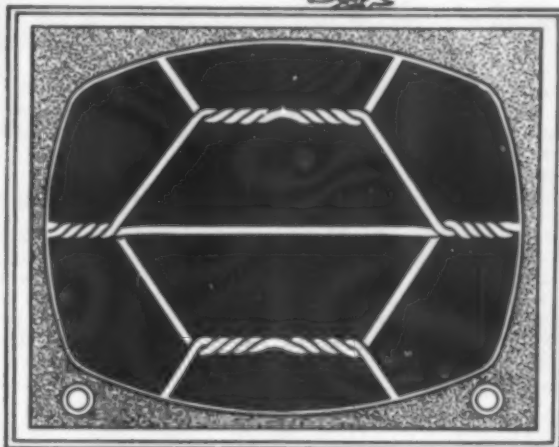
# 30<sup>th</sup> NHMA National Housewares Exhibit

January 12-16, 1959  
Monday, thru Friday

*Industry sponsored for the  
Nation's Housewares Manufacturers and Buyers  
by the*  
**NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION**  
(Incorporated not-for-profit)  
1130 MERCHANDISE MART, CHICAGO 54, ILLINOIS

## Wright's Famous Rooster

... in a  
**NEW  
SETTING**



## WRIGHTLINE

Reverse Twist

NETTING

WRIGHTLINE HEXAGONAL (Poultry) NETTING comes to you perfectly straight and flat, and stays that way. No sags. No bulges. Stretches more easily. WRIGHTLINE reverse twist netting with reinforcing line wires.

Industrial Wire Cloth • Standard Hardware Cloth  
Hexagonal Netting • Wire Strand • Woven Wire  
Lath • Welded Fabric • Screen Cloth • Gutter Guard

**G. F. WRIGHT STEEL & WIRE CO.**  
WORCESTER, MASSACHUSETTS

E. L. Hornibrook Co.  
Box 176  
Avondale Estates, Ga.

Lawrence J. Baldwin & Son  
306 Carondelet Bldg.  
New Orleans 12, La.

plated steel arms that glide on eight permanently lubricated ball bearings; double spindle direct drive operation, with 9/16" right hand thread on one end of motor and 3/4" left hand thread on the other; and a 20 3/4" x 40" table, with new positive action, positioning blocks.

Details include 360 degree swivel of both arm and motor assembly, 3600 RPM direct drive operation from either end of motor, cross cut 1" material 12" wide, rip to the center of a 50" panel, bevel and miter locating latches at 45 degrees and 90 degrees. Price shipped prepaid is \$239.00 without legs; \$256.95 with legs. For more information—

Write in No. 835 on card, Pg. 117

### Dazey Counter Boy

A counter control center for all Dazey products where wall mounting is unavailable is introduced by The Dazey Corp., St. Louis 7, Mo. The #15 Counter Boy is designed for vertical counter-top mounting and requires no installation. The vacuum base holds firm to any non-porous surface by pushing the lever down, and is portable by flipping the lever up to release.

All Dazey products fit the unit, including can openers, ice crushers, fruit juicers, pencil sharpeners, knife and scissor sharpeners, nut crackers,



and jar openers. Retail price, \$6.95. For more information—

Write in No. 836 on card, Pg. 117

### Stroll'n Spray

A line of sprayers designed to eliminate lifting or carrying heavy tanks of spray solution was introduced recently by Universal Metal Products Co., Division of Air Control Products, Inc., Saranac, Mich.

Called Stroll'n Spray, each of the

three new sprayers in the line carries spray solution in a compact, wheeled tank, which rolls behind the user.

In the Easy Pump model, in which spraying pressure is built up by moving the towing handle, there is nothing to connect or unhook. Leaving the user with nothing to carry and no hard work in pumping, the model really takes the work out of spraying, according to the manufacturer.

Finished in cream-white and black baked enamel, with red wheels and red plastic handle, this sprayer line is new in appearance as well as in operation. Conventional pump models are offered in three and six-gallon capacities. For more information—

Write in No. 837 on card, Pg. 117



# MARSHALLTOWN TROWELS

DEALERS PROFIT...  
CUSTOMERS ARE SATISFIED  
with **ADAMS**

Uniform thickness and exclusive waterproofing prevents leakage and waste... keeps your customers asking for more. Special attention given odd size cup orders. Backed by advertising throughout the South and Southwest.



You can also profit from  
**KAYO, TIP-TOP and ADAMS**  
Steel hand tools, cold chisels, punches, etc.

**C. F. ADAMS, Inc.** 420 South Lake St.  
Fort Worth, Texas



**SEE-PACK**

The Most Dramatic  
**PADLOCK PACKAGE**  
in the world...

World's Largest  
Producer of  
Brass Padlocks

**Slaymaker**  
LOCK CO. LANCASTER, PA.

# D & M Sports Equipment



**Everything you  
need to win...  
the selling game**

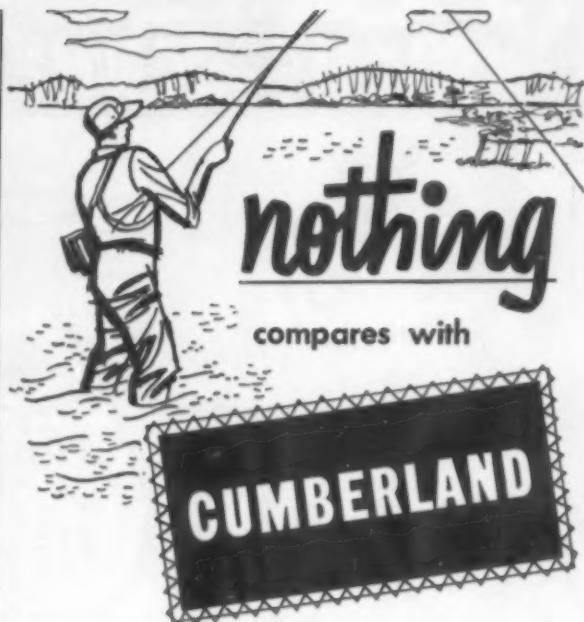
Why "roll-your-own" trying to assemble a complete line of sports equipment that will sell? Eliminate brand confusion, inventory problems and duplication with the fast selling Draper-Maynard high-quality line.

- ★ A complete line of sports equipment
- ★ High-quality insures repeat sales
- ★ Nationally famous brand name
- ★ All price ranges
- ★ Approved Youth League equipment
- ★ MacGregor golf balls and tennis equipment
- ★ Complete catalog presentation of line
- ★ Quick delivery from wholesaler
- ★ Faster turnover—higher profits

Like to have the full story? Write today for complete information, catalogs and name of your nearest Draper-Maynard wholesaler.

## DRAPER-MAYNARD Sports Equipment

4861 Spring Grove Ave. • Cincinnati 32, Ohio



*for Big Value, Big Sales, and  
Big Profits in Sportswear!*



"You can't buy better...  
to save your life."

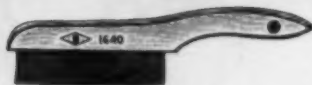
Write for  
free literature



**THE AMERICAN PAD & TEXTILE CO.**  
SPORTSWEAR DIVISION  
GREENFIELD, OHIO



# WRIGHT-BERNET *means* BRUSHES



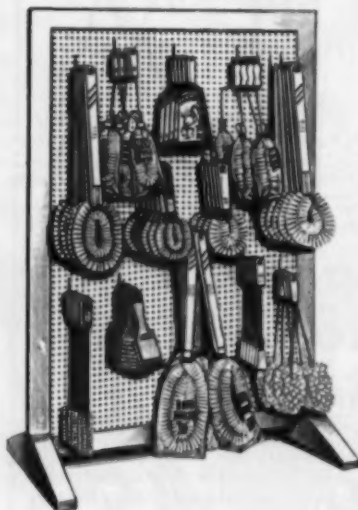
*It's "Clean-Up" Time  
with the  
**Best in Brushes***



**No. 1750  
Household Brush  
DISPLAY**

*featuring - - -*

**12 Different Styles  
17½ Dozen Brushes  
All Prepriced  
Colorful plastic  
handles & bristles**



*Regular open stock prices for brushes  
Pegboard display, sign, and fixtures—Free*



*Write for Descriptive Literature  
Dept. SH-3*



**WRIGHT-BERNET, INC.**

1524 Bender Ave., HAMILTON, OHIO

**DON'T FORGET —**

*If it's Brushes! — "Wright-Bernet"*

# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature and more details on any products or sales aids mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

**Southern Hardware pays the postage!**

DECEMBER, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

DECEMBER, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

**These cards  
can help  
you get  
valuable  
information**



Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA

Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA



# *Southern* **Farm Equipment**

DECEMBER

1958

THE SOUTHERN FARM EQUIPMENT

SHOW, 1958, JACKSON, MISSISSIPPI



***Coming in January 1959***

*a new . . . larger . . . more comprehensive*

## **SOUTHERN FARM EQUIPMENT**



Effective with the January 1959 issue Southern Farm Equipment will be issued as a separate publication. It will no longer be combined as a section of SOUTHERN HARDWARE.

Because of the recent progress in Southern agriculture there has been an insistent demand for a publication which would exclusively and directly meet the informational needs of the farm equipment trade in the South and Southwest. SOUTHERN FARM EQUIPMENT will fulfill this requirement more completely than ever before with a greatly expanded editorial program. . .

The added pages will provide dealers and distributors with significant facts about their markets for equipment and show how they can effectively capitalize on advances in product design and merchandising techniques. Considerable space will be devoted to descriptions of new machinery, equipment and supplies. The new look will provide a publication tailored to the dealers' needs as only a regional publication can be.

SOUTHERN FARM EQUIPMENT is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton, Ga., and Atlanta, Ga.  
Executive and Editorial Offices: 998 Peachtree St., N. E. Atlanta 3, Ga. Accepted as controlled circulation publication at Dalton, Ga.

**Volume 13**

**Number 12**

Postmaster, Send notices by Form 3579 to 998 Peachtree St., N. E., Atlanta 3, Ga.



Vol. 127

December, 1958

No. 12

T. W. McALLISTER, Managing Director

RALPH E. KIRBY, Editor

Harrison D. Watts, III, Jim Wood  
Associate EditorsFrances A. Kelly  
Assistant EditorBARON CREAGER, Southwestern Editor  
(7713 Inwood Road, Dallas 9, Texas)CHARLES E. SMITH  
Business ManagerJ. A. MOODY  
Production Manager

## FEATURES

Their Used Tractors Keep on the Move..... 126

\$25,000 Annually from Water Pumps..... 128

Hot Fence Merchandising..... 131

## DEPARTMENTS

Business Briefs..... 121

Facts and Trends..... 122

News Highlights..... 123

New Equipment..... 132

Convention Dates..... 134

Helpful Literature..... 136

## Business Representatives

New York: W. L. ROGERS, Room 610, 7 East 42nd St., New York 17. Tel. MURRAY Hill 2-4959. Cohasset: J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass. Tel. EVERgreen 3-0712. Philadelphia: JAMES R. CORGIE, 27 E. Windermere Terrace, Lansdowne, Pa. Tel. MADison 6-9145. Chicago: HUGH APPEL, 353 N. Michigan Ave., Chicago, Ill. Tel. CENTral 6-4131. Cleveland: JOSEPH B. ROGERS, 16404 Southland Ave., Cleveland 11, Ohio. Tel. CLEARwater 1-9063. Los Angeles: LOYD B. CHAPPELL & ASSOCIATES, 8693 Wilshire Blvd., Beverly Hills, Calif. Tel. OLYMPIA 2-1490. San Francisco: FRED JAMESON, Loyd B. Chappell & Associates, 821 Edinburg St., San Mateo, Calif. Tel. DIAMOND 3-8806. Charlotte: W. C. RUTLAND, P. O. Box 102, Gastonia, N. C. Tel. UNIVERSITY 7-7995. Dallas: BARON CREAGER, 7713 Inwood Rd., Dallas 9, Texas. Tel. FLEetwood 7-2937. Miami: RAY RICKLES, 917 Chamber of Commerce Bldg., Miami, Fla. Tel. FRANKlin 1-0376.

## Published Monthly by

## W. R. C. SMITH PUBLISHING COMPANY

Atlanta, Ga., and Dalton, Ga.  
Editorial and Business Offices

806 Peachtree Street, N.E., Atlanta 8, Ga.

## Publishers Also of

ELECTRICAL SOUTH SOUTHERN AUTOMOTIVE JOURNAL  
SOUTHERN BUILDING SUPPLIES TEXTILE INDUSTRIES  
SOUTHERN HARDWARE SOUTHERN POWER & INDUSTRY

W. J. ROOKE, Chairman of the Board; RICHARD P. SMITH, President and Treasurer; T. W. McALLISTER, First Vice-President; E. W. O'BRIEN, Vice-Pres.; A. E. C. SMITH, Vice-Pres.; JOHN C. COOK, Vice-Pres.; A. P. ROBERTS, Secretary; SERA J. JONES, Assistant Secretary and Treasurer

## —BUSINESS BRIEFS—

## Equipment Market Grows

If rising sales figures were not enough, farm equipment dealers should be heartened by taking two significant notes: The steady rise in crop production and the steady rise in population over the United States. These statistics themselves should indicate future needs for farm products. And the added significance that specialization is invading farming practices gives reason to believe that increased markets lie ahead to progressive and wide-awake dealers. A continuing increase in demand for farm equipment is indicated—while farm population continues to drop, farm production continues to rise. Farms are gaining in size and individual profits show decided hikes. This means a greater ability to buy plus the competitive incentive of fulfilling demands on modern farming. The farming picture today eliminates the inefficient operator. The dealer in business across the South now has a challenge of doing business in a growing area, booming in agriculture as well as industry. He has only to gird himself progressively for the sales job ahead to supply needs and wants in his area.

## Greater Opportunities

What are today's farming opportunities? The period of greater and greater changes continues, more emphatic in the South perhaps than in any other area. Less row crops are giving way to more highly productive pastures, grazing lands and profitable forestry production, all highly specialized. Changes from non-productive land uses are rapid. The farm population continues to diminish, but the productive capacity of the farming industry increases. Farm population amounted to one out of every three people in 1910; today it's one out of eight. Future forecasts indicate agriculture more highly specialized and more highly commercialized.

## Financial Picture

The financial picture for three of the nation's leading farm equipment manufacturers further supports the growing market prospects for the final days of 1958 and the year 1959. Deere & Co.'s consolidated sales for the 1958 fiscal year were about \$460-million, a 19 percent increase over last year. The sales volume for the company was its highest, over the previous high year of 1951, and far outstripping last year. Secondly, Minneapolis-Moline is taking steps to wipe out dividend arrears on two classes of preferred stock. J. Russell Duncan, president, notes a large reduction in bank loans, from over \$17-million a year ago to less than \$4 million. M-M has devoted this year to reducing bank loans and consolidating company operation and its planned objectives have been accomplished. The program for 1959 is one to show a profitable operation. While Allis-Chalmers Mfg. Co. sales for the third quarter of 1958 were 7% lower than a year ago, President R. S. Stevenson pointed to farm equipment still running well ahead of last year. Order backlogs remain constant, a good sign of continued growth in farm equipment markets.



**► Farm Income**

Farmers received about 22.8 billion dollars from marketings in the first nine months of 1958, 11% above the same period in 1957. Prices averaged 6% above last year, volume up 5% over last year. Livestock and product receipts were up 10% over 1957 with crop receipts 9 billion dollars, or 13% up from a year ago. Higher average prices resulted in larger cash receipts from fruits.

**► Farm Wages Record**

Farm wage index has reached all-time high of 594% of 1910-14 average. July index was 566% and only slightly less than previous record set January 1958 at 567%. Competition with industry for farm workers continues to force farmers to increase pay scales to attract laborers.

**► Corn Price Supports**

1958 national support price for corn in the commercial area for complying farmers will be \$1.36 per bushel. Rate for non-complying growers will be \$1.06 per bushel.

**► Commodity Highlights**

Despite weather handicaps in some parts of the South, crop production figures are highly favorable. Total output of crops of 1958 are expected to surpass all previous records. The previous high production index of 106 was reached in 1957, also in 1956 and 1948. This year it may go up to 117. Big news, too, is yield per acre, also indicated at a new high . . . Feed grains up, record crops of corn, sorghum grain, barley and above-average oats crop. A record wheat crop, rice and rye crops . . . excessive rains reduced cotton crop prospects, but 11 million bales forecast, above last year.

**► Farm Prices Paid**

A small increase in production item prices has caused a fractional increase in the index of prices paid by farmers for commodities and services, interest, taxes and farm wages, which rose 3% higher than last year. Prices of feed and farm supplies declined, but the price rises in production items more than offset this.

**► Farm Prices Received**

Prices received by farmers rose 2.8% in the index, 5.3% above the same period last year. Fruit prices were up 17% and 44% over last year's. Beef cattle, egg, milk and cotton prices increased, but lower prices on hogs, chickens and corn were partially offsetting. Cotton prices rose to 34.54 cents per pound for upland cotton, highest in four years.

**► Southwest Improvement**

Federal Reserve Bank at Dallas, Texas, reports loans to farmers by member banks advanced \$65 million, almost 22%. End of drought has contributed to favorable agricultural situation. Production and prices for commodities are up. Borrowings are up to purchase and repair equipment and to expand operations.

# NEWS HIGHLIGHTS

## Barrett to Head Sales, A-C's St. Louis Branch

V. C. Barrett recently was named farm equipment sales manager at the St. Louis branch, Allis-



V. C. Barrett

Chalmers Manufacturing Co. He comes to St. Louis from the company's Atlanta branch where he also served as farm equipment sales manager.

## Oklahoma Assn. Offers Bookkeeping Service

AN ACCOUNTING service for dealers was begun recently by The Oklahoma Hardware and Implement Association, Inc., Oklahoma City. Wm. B. Ruxlow, executive vice-president, announced that Oscar Holden has been employed to audit the books of both hardware and implement dealers at the end of their fiscal year.

Holden also is able to install either the National Retail Farm Equipment Association or the National Retail Hardware Association bookkeeping systems. He will be in charge of the association bookkeeping as well as the group insur-

ance department.

The association is offering the service of keeping the dealers' books for them completely on a mail-in basis.

## Blankenship Named to Bolens Sales Post

HUGH BLANKENSHIP of Adelphi, Md., has been appointed district sales manager for the Bolens Products Division, Food Machinery & Chemical Corp., of Port Washington, Wis., according to an announcement by John H. Widder, general sales manager. Blankenship will cover a territory consisting of New Jersey, Delaware, Washington, D. C., and parts of Maryland and Virginia.

For three and a half years before joining Bolens, Blankenship was national sales manager for a

garden and tractor manufacturer. He will handle the complete Bolens line of tractors, tillers, walking and riding mowers and chain saws.

## Mulliken Named Executive Vice-President by NRFEA

PAUL M. Mulliken, managing director of the National Retail Farm Equipment Association, recently was named executive vice-president. He will head up a public relations program which will include an assignment of dealer-manufacturer relations and closer contacts with manufacturers.

Charles R. Frederick, who has been serving as assistant to Mulliken, was appointed managing director. His assignment covers general management of the association's internal affairs.

## Deere's Farm Equipment Airlift



In the company's farm equipment airlift, the first 4,200 John Deere & Co. salesmen, dealers and wives who will be flown to Waterloo, Iowa, between now and spring are shown on unique airport "bus" at Moline, Ill. Groups from all parts of the nation will be airlifted for visits to John Deere factories at Waterloo, Dubuque, and Moline where 1959 tractor line is on display. The trip is a prize for salesmen of Deere equipment who exceeded the sales quota of 1958 tractors

# *First* to Bring You



## New Sales Appeal Plus All of These Advertising and Promotion Helps



**FARM PAPERS.** At the peak of your twine season, IH ads in your state farm paper pre-sell your prospects . . . direct them to your store.



**RADIO**—Action-producing spot announcements on more than 100 stations take the IH twine message to your prospects . . . another "plus" you get with IH twine.



**GIANT FLOOR DISPLAY.** You can build floor or counter displays for one bale or one hundred with this colorful display. Automatically draws attention.



**FREE SALES LITERATURE.** IH provides you with give-away literature, mailing pieces, ad mats, and local radio copy to help you reach all your twine prospects.

# ORDER NOW!

See or write your IH Twine Distributor or your nearest International Harvester District Office

### BALER TWINE

- McCormick®
- International®
- Shippers®

- All-Ty®
- LST (Long-Spun)
- Custom®

### BINDER TWINE

- McCormick® and International®

\*Now Packaged in New "Quality-Guard" Cartons



# "QUALITY-GUARD" Carton

## INTERNATIONAL HARVESTER BALER TWINE

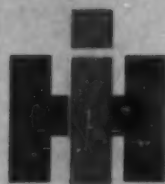
*Standard of the World*

You have an exclusive new feature to offer your customers this season, when you sell IH Baler Twine. It's *twine in a box*—a new, oil-tight, "Quality-Guard" carton that seals in protective chemicals. This results in twine that stays strong, tieable and pliable. Stacks and stores easily.

- Protective chemicals are sealed in
- Cartons stay bright, attractive
- Twine stays strong and pliable
- Cartons stack easily for displays

Of course, the twine itself is the same precision-made product that has earned an unchallenged position as "Standard of the World" . . . used by more farmers than all other brands combined . . . now packaged to bring "Factory Fresh Twine every-time" to your customers.

- Precision-spun on new Machaul machines
- Made from true sisalana fibers
- Six quality brands . . . one for every buyer
- More sales volume for YOU!



Only International Harvester makes both twine and the machines in which it is used

### INTERNATIONAL HARVESTER

• International Harvester Products pay for themselves in use—Twine . . . Farm Tractors and Equipment . . . Commercial Wheel Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois



All used tractors at Sanders Motor Co., Raleigh, N. C., came from trade-ins, and fully 50 percent of their market therefore is comprised of industrial accounts, including maintenance men, plumbers, and safety contractors. Downtown location permits no outside display, requiring vigorous promotion as a result

By Albert S. Keshen

**Y**OU HAVE to use every trick in the book to move used tractors. It takes more than one or two promotional methods to gain any appreciable headway, and only a well-rounded sales campaign that reaches prospects from every conceivable angle will bring out the full potentiality of your market.

That's the lesson to be learned from the satisfactory turn-over record in used tractors chalked up by Sanders Motor Co. of Raleigh,

## Their Used Tractors Keep on the Move

N. C. A glance at the books quickly reveals the substantial volume from this end of the business. For the first nine months of

1957 the firm grossed \$51,868 in used tractors for a net profit of \$5,619, or about 10%. This compares with \$60,388 in sales in new

### SANDERS USED EQUIPMENT

SHERMAN BACKHOE mounted on '34 Ford Tractor with Sherman Transmission. Both in fair condition	\$1650
SHERMAN BACKHOE '32 Model Ford Tractor, Sherman Transmission, backhoe blade, good tires, good motor, extra clean	\$2650
'34 NAA FORD TRACTOR, new paint, good rubber, runs good, with step up transmission	\$1350
'34 NAA FORD TRACTOR, good tires, runs extra good	\$1175
WD ALLIS CHALMERS '31 Model with cultivator, tractor in good condition with good tires	\$1150
FERGUSON TE-30 TRACTOR, with good motor, good tires, new paint, a good buy for	\$625
SHERMAN DIGGER on '34 FORD Tractor, Sherman transmission, good tires, motor reconditioned, extra good	\$2895
TO-30 FERGUSON TRACTOR '32 Model, good condition, good rubber	\$795
DAVID BRADLEY Garden Tractor, with saw, plow harrow, cultivator & plow	\$225

### USED IMPLEMENTS

FORD Economy, 2 bottom 14" plow No. 275	\$155	1 section gang barrow, 3/4" type	\$75
FORD Economy 2 bottom 14" plow, good condition, No. 280	\$175	FORD MOWER, 3 pt. hitch, rear mounted, good condition	\$195
DEARBORN 14" plow, in good condition	\$99	NEW HOLLAND "T" baler, extra good condition	\$375
ALLIS CHALMERS, 2 bottom trailer	\$65	INTERNATIONAL stationary baler	\$150
ATHENS 3 disc plow for Ford Tractor with saw 34" C		1 row FORD cultivator with fertilizer attachment	\$195

Essential element in Sanders' promotion campaign is regular running of such classified advertising as this



Rapid turn-over of used tractors at Sanders is the result of close office cooperation among the sales staff, with salesmen supplied with a steady stream of leads. Salesman George Ward, above right

**This Raleigh, N. C., tractor dealer maintains that it takes more than one or two promotional methods to sell tractors. Develop a well-rounded sales campaign and they'll keep rolling, he says**

tractors for the same period. Thus it is apparent that used and new tractor sales almost equal each other, which is a satisfactory condition.

All used tractors come from trade-ins. Fully 50 percent of the market for used tractors is comprised of industrial users, including maintenance men, plumbers and safety contractors. This is further evidence of the desirability of a balanced market—one not dependent on a single customer outlet alone.

The company differs from most farm equipment dealerships in that almost 95 percent of its volume is derived from products in its major line. Another point of difference is that it has no outside display whatever because of its location in the heart of the downtown business district. Because of this limitation the firm must depend heavily on its sales force, product acceptance, and a strong advertising program.

This sales force consists of three outside men. The six other employees include two mechanics, assembly and handling man, parts manager, his assistant, and Manager Thomas H. Holmes.

"Our high turn-over in used tractors is the result of close office cooperation with the sales staff. Salesmen are supplied with a constant stream of leads," Holmes explained. "This means beating the bushes for business so that the area is thoroughly scoured for prospects."

He enumerated the highlights of this used tractor campaign, singling out the following methods used:

(1) Display classified ads each Sunday and often on Monday in the "Raleigh News & Observer" under the caption of Farm Equipment. This copy gives models and price and always stresses condition. If it's a special promotion, the ad is run weeks in advance so as to allow prospects ample time to adjust to the specified days. Such advertising not only brings in visitors to the showroom, but mail orders (often from people

Thomas H. Holmes, manager, looks over loose-leaf folder of index page sheets of monthly trade papers. Magazines are retained in office files for use of all members of the staff



who buy sight unseen), and lots of phone inquiries.

(2) Frequent, although irregular radio commercials on a 15-minute hillbilly program, rotating emphasis on new and used equipment. Spot announcements also go on from time to time on TV station WNAO.

(3) Direct mailings in which manufacturers' literature is supplemented by postcards with a "single-shot" message based on a specific item. Their purpose is for reminder value to help a salesman in the follow-up. Mailing list consists of about 400 industrial names, and the names of 700 farm customers. This is compiled from prospect and service files, parts and retail sales tickets, and the

files of registered tractor owners.

(4) Cooperation with schools and local organizations. The firm has loaned equipment to the North Carolina State College of Agriculture for classroom use and assisted in the lend-lease program there. Holmes has addressed classes to discuss dealer operations. For events such as parades, company tractors were used for pulling floats and have also been loaned for homecoming events at the local St. Augustine College and Shaw University.

(5) A Ford farming field demonstration in which used tractors are prominently shown. The largest prorated event during the year, this showing, held at night

(Continued on page 134)



Here Holmes addresses his salesmen at a morning sales meeting. The meeting is held in a special room set aside for this purpose



# Water Pump "Package"

*wraps up \$25,000 annually*

**T**WO MAJOR factors have helped to build a \$25,000 water pump and water system business for Wagner Hardware & Machinery Co. of Cuero, Texas.

One of these is intensive and consistent selling. The second is reliable service, not only to perform promptly all work covered by the usual one-year warranty on new pumps but to help older customers out of trouble in a hurry when they need help.

Bob Wagner, store manager, claims his basis of consistent sell-

ing—and service, for that matter—to be an arrangement of long standing with a local water-well driller, whereby the latter not only works closely with the company in the sale of "package" wells but does a lot of selling himself while operating two modern drilling rigs.

"Such an arrangement must be attractive to the driller as well as

to the hardware merchant," Wagner stressed. "Otherwise the driller will go into the pump and supply business for himself. It must be made more desirable for the well-digger to work with the hardware merchant than for himself."

Both company and driller sell wells, pumps, and supplies. That means two sales forces, rather than one, working to sell the store's pumps and pipe.

The company features turnkey well-jobs and makes a flat price for well, pump motor, and pipe. If there is doubt as to the cost of the well, because of some local condition, the company asks the driller to check the price of the well before giving the prospect a final figure.

When the company closes the turnkey job, the driller produces the well, installs the pipe, the pump, and motor and sees that the installation is satisfactory and the well is producing sufficient water.

For his remuneration, the driller gets the full figure allowed for drilling the well, plus a commission of 10 percent on the pump, pipe, and other equipment included in the "package." If the driller, rather than the hardware store, sells the job, the deal is the same.

The company handles all financing. As soon as the driller has completed a satisfactory well, he receives a check for his labor in drilling the well, at the previously agreed figure. He receives either in cash or a credit to his open-account 10 percent of the selling price of all equipment installed.

The driller runs a standing open-account with the company, buying

*(Continued on page 134)*



Proven recipe for increased pump sales by Wagner Hardware & Machinery Co. of Cuero, Texas, largely contains consistent selling and reliable service. Manager Bob Wagner, right, outlines submersible pump advantages for farmer-customer

## HERE'S YOUR COMPLETE PROFIT-PACKAGE FOR THE NEW

# Eclipse Wasp

## CHAIN SAWS

Capture your share of the expanding chain saw market! Order just two Eclipse Wasp chain saws, and we'll blanket your market with 500 free full-color broadsides, imprinted with your name. Stuffers, mats, store-signs, too! See the fully-proven Eclipse profit-package below.



### YOUR PROFIT PACKAGE

- 1 - 500 hard-sell 22" x 40" mailing pieces with your imprint, mailed without charge to boxholders on routes you select. Additional quantities at nominal cost.
- 2 - Colorful Eclipse Wasp store window and wall sign.
- 3 - Envelope stuffers with a sales-stimulating story, designed to move Eclipse Wasp chain saws for you.
- 4 - Newspaper mats and logotypes to assist you in promoting the fast-selling Eclipse Wasp.
- 5 - A generous co-op advertising program for newspapers, radio and TV.
- 6 - Top-performing Eclipse Wasp chain saws, of the models you prefer for your market.
- 7 - Colorful, bold dealer identification decal.

**Tear out card • mail today**

Limited Number of Distributorships Available



### BUSINESS REPLY CARD

First Class Permit No. 8, Sec. 34.9, P. L. & R., Prophetstown, Illinois

### THE ECLIPSE LAWN MOWER CO.

Division of the Buffalo-Eclipse Corporation  
PROPHETSTOWN, ILLINOIS

Dept. No. 2 2 3 4

A name familiar for generations

# Eclipse Wasp

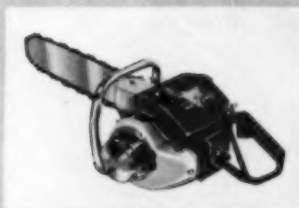
## CHAIN SAWS

The Wasp Chain Saw is made and backed by ECLIPSE — for over 50 years manufacturers of America's finest power-mowers — a nationally-known consumer brand name. Proven by timbermen in America's largest forests, the Eclipse Wasp wears longer, has 50% fewer operating parts.

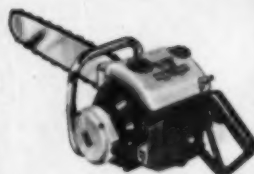
as low as  
**\$154.95**

F.O.B. Factory

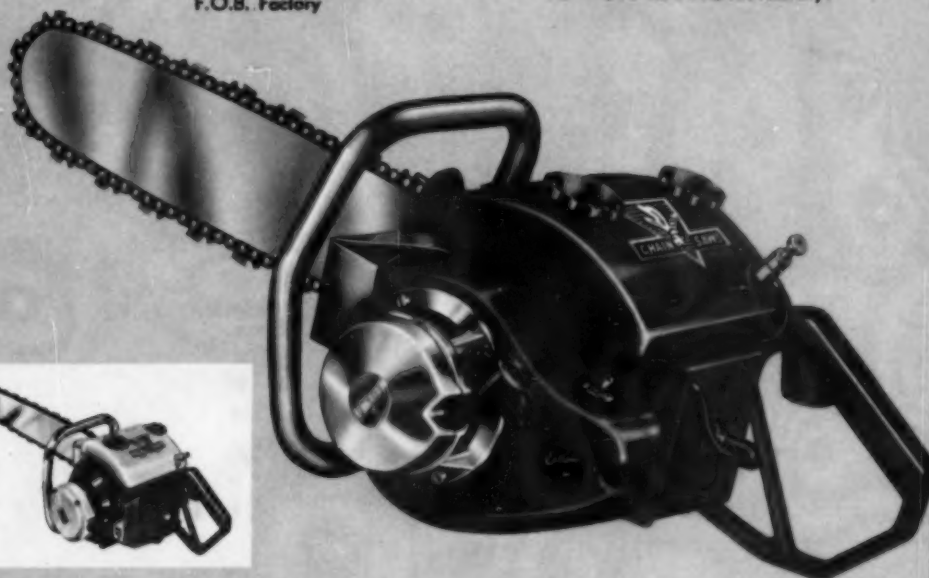
**MODEL 700**—3½ H.P. 4.70 cu. in. displacement. Float-feed carburetor. With 16", 20" or 24" bar and chain. 16" = \$154.95 F.O.B. factory.



**MODEL 900**—4 H.P. 4.70 cu. in. displacement. Fuel injection carburetor. With 16", 20", 24" or 26" bar and chain. 16" = \$179.95 F.O.B. factory



**MODEL 1100**—8 H.P. 8.1 cu. in. displacement. Fuel injection carburetor. 16", 20", 24", 26" or 30" bar and chain. 16" = \$229.95 F.O.B. factory



### FEATURES THAT MAKE ECLIPSE YOUR BEST CHAIN SAW BUY

Fairbanks Morse recoil starter  
Power Products 2-cycle engine  
Float or fuel-injection carburetor — full-power in any cutting position  
Double-action thumb-operated oiler system  
Streamlined one-piece cast fuel and oil tank — no leaks

Simplified mechanism for easy chain adjustment  
Narrow width guard permits cutting close to the ground  
Pistol grip with trigger throttle  
Positive throttle lock for easy starting  
Finger-reach choke control

- ☐ Ship immediately ( ) Model 700 and ( ) Model 800 ( ) Model 1100 Eclipse WASP chainsaws. Mail 500 broadsides free\* to box holders served by \_\_\_\_\_ (city & state) postoffice, with imprint as indicated below
- ☐ Send sample broadside and more information on Eclipse WASP chainsaws.

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

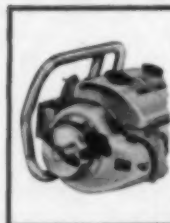
City \_\_\_\_\_ State \_\_\_\_\_

Signed \_\_\_\_\_

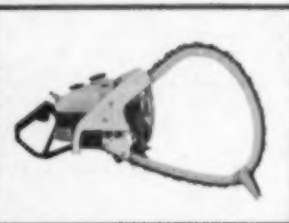
\*Additional at 3¢ each—enclose check.

Printed in U.S.A.

### ACCESSORIES



**WRAP-AROUND HANDLE** for easy all-day cutting, optional for all Eclipse Wasp models.



The handy, plunge-cut **BOW SAW** for faster, no-bind cutting, available on Eclipse Wasp Model 900.

**THE ECLIPSE LAWN MOWER CO.**  
Division of the Buffalo-Eclipse Corporation  
Prophetstown, Illinois



# Hot-Fence Merchandising



A spectacular jump in fence-charger sales over the past two years by Wendel's Hardware & Implements is attributed to good stock display. Manager D. J. Rod, at top, calls fence-customer's attention to available models and, above, proceeds to demonstrate how charger destroys grass without shorting out in process

**D**EALERS who sell farm and ranch fencing are overlooking a profit possibility if they fail to stock and display electric fence-chargers.

That's the opinion of Manager D. J. Rod of Wendel's Hardware & Implements, El Campo, Texas, whose company has sold more units during the past two years than it had sold during the entire preceding six years. The reason for the spectacular jump in sales, which now amounts to more than 100 units annually, is a change in attitude toward the line on the part of management.

Rod concludes that any man who buys fencing ought to be a customer for fence-chargers, and, that the store, at the same time, not only should stock a complete line insofar as sizes and prices go, but display them in a manner to attract customers.

His first step was to increase the amount of inventory, so that a prospect would be able to buy a variety of models at several price levels. The stock now includes units priced as low as \$13.95 and as high as \$34.50. There are six-volt DC units and 110-volt AC units.

With ample stock on hand to interest any farmer or rancher, Rod erected a small, compact, and attractive display of units directly in front of the cash counter, so that anyone who entered the store could see it. Some units bore price-tags, so that prospects could see that cost of chargers was modest.

Next, he set up a demonstrator along the cash counter, a few feet from the display, hooking it up so that it could be demonstrated for anyone interested in it.

A common objection found among prospects was the belief that grass and weeds would grow up around the line and short it out. To prove that these chargers would not be short-circuited by such

(Continued on page 135)

# NEW EQUIPMENT.....



## Compact Diesel Tractor Introduced by Ford

A MIDGET appetite for low-cost diesel fuel and a compact size which will make it a favorite of farmers with limited acreage are features claimed by Ford Motor Co.'s Tractor and Implement Division for its new tractor, the Dexta.

The three-cylinder diesel tractor, rated by the manufacturer at 30 belt horsepower, is a product of Ford Motor Co. Ltd., England.

The Dexta features the same ruggedness and dependability in the fuel injection system that is characteristic of the larger Fordson Major. Its engine has a displacement of 144 cubic inches and a compression ratio of 16.5 to 1. The Ford integral hydraulic system and three-point implement linkage are standard equipment, and the entire line of Ford's more than 70 "pick-up-and-go" mounted implements will fit the tractor without modification, according to the company.

A six forward-speed transmission with two reverse gear ratios gives the Dexta ground speeds ranging from under one mph to over 16 mph. The tractor is offered with a single-stage clutch and power take-off as standard equipment or with an optional two-stage clutch for "live" power take-off. With this option, pto-driven equipment will continue to run after the forward motion of the tractor has been stopped and until the clutch pedal is completely depressed.

A "Proof-Meter," registering engine rpm's, operating hours, and speeds of the pto, belt pulley and tractor, is standard equipment, as are headlights, two taillights,

finger-tip throttle control under the steering wheel, and comfort seat with padded cushion and back rest. Adjustable wheels, permitting tread setting from 48 to 76 inches, are also featured as standard equipment.

## New Holland Purchases Smoker Farm Elevators

TO GIVE ITS dealers a line of materials handling equipment to complement its grassland machinery, New Holland Machine Co. has bought Smoker Farm Elevators, Inc. The purchase by New Holland was effective October 1, according to a joint announcement by George C. Delp, New Holland president, and Isaac Z. Smoker, founder and president of the Smoker company.

Delp announced that Mr. Smoker has agreed to remain in charge

of the Smoker operations in Lancaster County as general manager. Other Smoker officials who will remain with the operation include: Norman B. Smoker, assistant general manager; Willis B. Eby, assistant to general manager; and Lloyd D. Hershey, plant controller.

"None of the Smoker employees will be affected by the sale and operations will continue as before," Delp concluded.

Smoker products include farm elevators, baled hay mow conveyors, grain bins, farm wagon boxes, and attachments for elevators and conveyors to the line. One of the latest in the materials handling line is a self-powered all-purpose corn drag, shown, which not only handles corn but also grains and hay.

## IH Announces Two-Row Cotton Stripper

A TWO-ROW cotton stripper, specially designed for maximum elimination of trash during operation, was announced recently by International Harvester Co. The McCormick No. 21 stripper is intended for use in harvesting stormproof varieties of cotton after leaves have begun to dry or are partly removed by frost or defoliant. It is said to be especially useful in gathering the crop in extremely dry seasons when bolls are not fully open.

The stripper can be mounted on



Mechanized corn handling not only saves all the labor of manual corn handling but at least 75 percent of unloading time. Here, a New Holland-Smoker elevator is teamed with a New Holland-Smoker self-powered corn drag

the larger Farmall tractors. Stripping clean at speeds up to 3½ mph, the No. 21 can cover as many as 23 acres in a day, the company states. Perforated or slotted conveyors, slotted elevator bottom and fan blast provide continuous trash separation all the way from plant lifters in front to delivery chute in rear.



Other features include: a six-sided ribbed stripper roll that flips the bolls off the stems; sealed, life-lubricated bearings; stripper plate-roll spacing adjustment on-the-go from the tractor seat; individual row height adjustment; and row units raised and lowered hydraulically.

#### Four and Five Disc Plows Added to A-C Line

A FIVE DISC plow, No. 355, shown, and a four disc plow, No. 354, have been added to the line of Allis-Chalmers Manufacturing Co., Milwaukee, Wis.

Both are similar in design and are engineered and built to take advantage of the power and weight of the Allis-Chalmers D-17 tractor. Each is available with either 26" or 28" blades. Anti-friction bearings are used throughout, and each blade features inside beveled grind for better penetration.

Depth adjustment for both the front and rear discs level the plow in the direction of travel and give uniform penetration of all blades. Good trash clearance is provided by the heavy overhead single beam frame with side thrusting beams. A 22" stabilizing coulters at the rear keeps the plow on course and holds width of cut. A full cast-



#### J. I. Case Introduces Two Manure Spreaders

THE J. I. CASE Co., Racine, Wis., is introducing two new PTO manure spreader models, the 115 and the 135. The Model 115 has 115 bushel capacity, the Model 135 has a capacity of 135 bushels.

Both models feature an exclusive V-belt drive teamed with an

exclusive Ripl-Glide conveyor drive designed to give uniform spreading and quiet operation.

In addition, these models have a treated marine plywood box, all-steel beaters, and an adjustable, slanting arch. An exclusive 18-paddle widespread gives smoother, wider spreading.

Additional information may be obtained by writing the company.



ering hydraulically operated rubber-tired wheel permits easy turning.

#### Comfort Adds Cab Products to Line

A CAB FOR combines and a cotton picker cab were added recently to the weather protection products line of Comfort Equipment Co., Kansas City, Mo., manufacturers of the Comfort Tractor Heater.

These cabs are designed to protect the operators against chilling winds and rain. Both cab models feature side door entry, full vision through the use of vinyl windshields and window panels. Made of iron framework and weather-resistant canvas, the cab designs

allow for ventilation on warm days by removable window panels and top. The manufacturer states that no welding or drilling of holes is necessary for installation. Models are custom built for most popular combines and cotton pickers.





## Their Used Tractors Keep on the Move

(Continued from page 127)

under floodlights, is an outstanding agricultural event in Wake county. During the year other demonstrations are held elsewhere but on a smaller scale.

(6) A large exhibit at the annual North Carolina State Fair in which the firm cooperates with its supplier, Universal Tractor & Equipment Corp. of Richmond, Va., whom it credits for much of its success. On this occasion, advertisements are placed in the newspaper urging the public to see its display at the fair, and some employees are in attendance there.

To promote top efficiency on the part of the sales staff group meetings are held at the beginning of the day's work to outline schedules and to announce product information and selling techniques. Another employee session is always held on the first Monday in the month when the operating statement for the previous month is examined.

Supplementary sales campaigns are held several times a year by the firm's leading supplier, Universal Tractor and Equipment Co. In these each employee is assigned a sales quota regardless of position, thus generating greater staff interest. A bulletin board shows the progress of the contest. Of the several awards won—including the used tractor division—prizes are distributed equally among personnel.

Salesmen are paid a salary and commission which includes a bonus and incentive plans. Typical of these selling incentives is the Christmas contest for cash in which the top producer during a stated period, say September 1 to November 20, has his December salary doubled. Other leading contestants receive proportionate awards.

The company has built up a reputation for used tractors because of its integrity. This is evidenced by its warranty assurance. A metal tag is placed on each tractor and implement with identification number stamped on it. This corresponds to a stock sheet which gives details opposite the item number, make, year, condition, salesman involved, condition of tires, service work, and price.

These tractors are displayed in three showrooms, each on a

## CONVENTION DATES

**Carolinas**, Jan. 25-27, Hotel Wade Hampton, Columbia, S. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, N. C.

**Georgia**, Dec. 1-2, Dinkler-Plaza Hotel, Atlanta. Secretary, Joe F. Pruett, 350 Riverside Drive, Macon, Ga.

**Mar-De-Va**, Feb. 16-18, Emerson Hotel, Baltimore, Md. Secretary, Millard E. Eyer, Box 285, Winchester, Va.

**Mid-South**, Jan. 19-20, Hotel Peabody, Memphis, Tenn. Secretary, Thad Carraway, Chisca Hotel Bldg., Memphis.

**Mississippi Valley**, Dec. 9-10, Sheraton-Jefferson Hotel, St. Louis, Mo.

Secretary, W. E. Parsons, 220 Sheraton-Jefferson Hotel, St. Louis, Mo.

**Oklahoma**, convention and exhibit, Feb. 22-24, State Fair Grounds, Oklahoma City. Oklahoma Biltmore Hotel headquarters. Executive Vice-President, William B. Ruxlow, Association Bldg., 607 N. Dewey Ave., Oklahoma City.

**Texas**, Jan. 11-13, Statler Hilton Hotel and Memorial Auditorium, Dallas, Texas. Secretary, Ray M. Souder, 1108 Gibraltar Life Bldg., Dallas, Tex.

**Tri-State**, Feb. 8-10, Herring Hotel, Amarillo, Texas. Secretary, R. B. Allen, Canyon, Tex.

**Virginia**, Feb. 1-3, John Marshall Hotel, Richmond, Va. Secretary, David Raine, Suite 6, Mutual Bldg., Richmond, Va.

separate floor and connected by wood ramps in the garage building, where from 17 to 25 used tractors of all models are shown at a time.

"When a used item comes in we believe in letting our serviceman use his own discretion in handling it," Holmes said. "He alone decides whether it will be resold 'as is' or after reconditioning."

"Another essential element of our service program is the replacement of all badly worn tires to increase the saleability of the used tractor," he added. "These used tires are sold to the public through classified ads. This extra activity also helps stimulate our store traffic."

Sanders' reconditioning policy calls for the repairing of every tractor which is not sold "as is". This new look has a mighty important influence as a sales persuader.

All employees are sent to the training schools in their specialty held by the distributor. Each, moreover, has a special hook for assignments, letters, prospects, product information, etc. On all circulated information, such as product news or service information, each must initial the paper or literature before filing. Everyone receives sales, parts and service information since these phases of the business are so closely related.

"This well-rounded campaign which is turning over our complete used tractor inventory every 60 to 75 days, is based upon our implicit belief that our products are the best that the customer can use," Holmes said, "this feeling of satisfaction rubs off on your customer."

♦

## Water Pump "Package" Brings \$25,000 Annually

(Continued from page 128)

supplies for servicing older wells, at the usual 10 percent discount. When his account gets somewhat high, his commission earnings on equipment simply are credited to his account. However, he always gets a check for drilling the well. Most parts and pipe the driller buys to carry on his trucks for quick service when needed.

New pumps are guaranteed for one year, and it is the job of the driller to perform this service covered by the guarantee without further compensation from the company. He also handles for the company all service on equipment outside the warranty period. For this, he receives full service fee.

"Prompt and reliable service is a must in selling water pumps and systems," Wagner reiterated, "and we consider the hardware store

with a pump department fortunate if it can get all its warranty service and all service thereafter without cost to the management. It has been our observation that most service operations handled by the hardware store fail to pay their way, if service is prompt and reliable."

The company sells a surprisingly large number of turnkey jobs for cash or on open account, although credit terms are available and utilized, when needed, to close a deal. When time payments are requested, the management handles its own paper.

"That adds materially to our net profit," Wagner pointed out. In rare cases the company takes a mechanic's lien on the property to assure payment, but it does not encourage this method.

Another factor that has kept the pump department in the fore-front is the policy of stocking and pushing anything new and proven in the water-well field. Following that policy, the store stocked a line of submersible pumps last year and sold 20 units in the first eight months.

Still another thing that has helped to build goodwill for the

firm and, at least indirectly stimulate the sale of pumps and supplies, is the policy of carrying a stock of electric motors to rent to customers or other well owners, while they are having their own motors repaired.

If the customer brings in his motor for the company to repair, it rents him a spare motor for \$2.50 for use until his own has been repaired and returned. If he has it repaired elsewhere, but wants to rent a company motor, the charge is \$2.50 for the first week and 25-cents a day thereafter until he brings it back.

"We keep quite a stock of rental motors on hand," Wagner said. "The rental fee helps cover the cost of motors, while service has helped materially to keep our store in the forefront as a seller of water-well equipment."

The company advertises its turnkey jobs consistently in the local newspaper and via radio spot announcements. It offers complete jobs — well-drilling and pump, pipe, and motor installations—and, in both advertising and selling, promotes wells as consistently as supplies.

"We want satisfied customers in every phase of the job — from drill-

ing to testing. We try to make it clear in our promotion that full responsibility for satisfactory service is ours," Wagner explained.

## Hot-Fence Merchandising

(Continued from page 131)

growth, Rod set up a routine demonstration. Now when a prospect brings up this objection, Rod (or whoever waits on the customer) steps outside for a fistful of green grass. He turns on the unit and asks the prospect to spread the grass across the exposed wires.

The customer watches the wires gradually destroy the grass and is convinced that they will do the same thing on his farm or ranch.

Farmers and ranchers who buy fencing are the best prospects, but any man with fences on his place is a potential buyer of the chargers, Rod declares.

A final factor in building up sales is stocking a complete line of parts for the chargers. This includes switches, transformers, and replacement parts, in general. "Any customer who buys a charger has a right to expect us to fix his unit if it breaks down," Rod agrees.

**W. R. C. Smith Publishing Co.**

**Department SH-12-58**

**806 Peachtree St., N.E.**

**Atlanta 8, Georgia**

☐ **New**

☐ **Renewal**

Please enter my subscription to **SOUTHERN HARDWARE** for 3 years.

Name \_\_\_\_\_

Firm \_\_\_\_\_ Position \_\_\_\_\_

P. O. Box or

Street and No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

☐ **Enclosed find \$2.00**

☐ **Send bill for \$2.00**



**STAR**  
SERVICE SHARES

FULLY GUARANTEED AS TO QUALITY, FIT, AND FINISH

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Also, we are now producing a new line of Star Blade-Type Plow Shares—in regular and short patterns—made from solid steel, rolled to our own strict specifications, and automatically heat treated for maximum strength and wearing qualities. You'll want complete details now.

**STAR MANUFACTURING COMPANY**

DIVISION OF ILLINOIS IRON & BOLT CO.  
CARPENTERSVILLE, ILLINOIS, U.S.A. (Est. 1873)

# HELPFUL LITERATURE

**Available free to readers. Just write in the key numbers on the handy coupon below**

**Cole-Hersee**, 20 Old Colony Ave., Boston 27, Mass., presents its electrical products in a comprehensive catalog, D-176. The switches, connectors, and other electrical units for farm equipment are designed to stand up under the most severe working conditions and meet all F.E.I. requirements and specifications, according to the company. For more information—  
**Write in No. K1 on Coupon below**

**John Deere**, Moline, Ill., offers a free booklet "Harvesting, drying, storing . . . with the Modern Picker-Sheller System" which discusses economical corn harvesting, drying, and storing methods for the farm. The colorful 40-page educational booklet was written for John Deere by Benson J. Lamp, Jr., Department of Agricultural Engineering, Ohio State University. For more information—  
**Write in No. K2 on Coupon below**

**G. H. Meiser & Co.**, P. O. Box 400, Blue Island, Ill., has available catalog and discount sheets on its Enginair

Tire Pump which is designed to fit any gasoline engine built since 1930, comes equipped with four different spark plug thread sizes. Pump and gauge come complete with 6 ft. of hose. For more information—  
**Write in No. K3 on Coupon below**

**Tractor Group, Allis - Chalmers Manufacturing Co.**, Milwaukee, Wis., describes the B-12<sup>5</sup> power unit in an 8-page, 2-color catalog MS-1247. The catalog gives specifications and lists special equipment available to expand the versatility and use of the engine. For more information—  
**Write in No. K4 on Coupon below**

**Joliet Wrought Washer Co.**, Joliet, Ill., gives complete details about steel and non-ferrous flat washers of all kinds in an available catalog. For more information—  
**Write in No. K5 on Coupon below**

**Peerless Equipment Co.**, Joplin, Mo., gives complete information in an illustrated folder on all portable-

stationary models and sizes of all-purpose and small grain Roller Mills. For more information—  
**Write in No. K6 on Coupon below**

**Rapidayton Division, Tait Manufacturing Co.**, Dayton 1, Ohio, has available a 32-page, illustrated manual on the selection, installation, and maintenance of its submersible pumps. The manual covers both two- and three-wire submersible systems, and also includes a detailed check chart of "trouble-shooting" information. For more information—  
**Write in No. K7 on Coupon below**

**Claffey Machine & Manufacturing Co.**, Groveport, Ohio, has literature available on its power wagon unloaders which are available in canvas-apron or false end-gate models. Either model fits all farm wagons. The portable power unit may be purchased separately; all makes of hand unloaders can be converted to this unit. For more information—  
**Write in No. K8 on Coupon below**

**For more information**



Fill out and mail coupon to

**SOUTHERN  
FARM EQUIPMENT**

806 PEACHTREE STREET, N. E.  
ATLANTA 8, GA.

Send me these FREE Catalogs and Bulletins . . . 12/58

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Send information on these advertisements . . .

Company.....	Page.....	Company.....	Page.....
Company.....	Page.....	Company.....	Page.....

My Name .....

My Position .....

Company .....

Street .....

City ..... Zone ..... State.....



**Henry Manufacturing Co.,** P. O. Box 521, Topeka, Kansas, offers a three-color folder picturing and describing in detail its new complete line of loaders, tractor shovels, and backhoes. Information on other equipment manufactured by the company is presented also. The folder is punched to fit a standard 3-hole loose-leaf binder. For more information—

Write in No. K9 on Coupon, Pg. 136

**Mid-West Forging & Manufacturing Co.,** 38 S. Dearborn St., Chicago 3, Ill., offers folder on its products which include spike harrow teeth, spring harrow and cultivator teeth, rotary tiller tines, rotary cutter blades, etc. For more information—

Write in No. K10 on Coupon, Pg. 136

**Chicago Rawhide, Service Sales Division,** Elgin, Ill., offers a folder which tells all about special fleet and service shop stocking cabinets and the special bonus Oil Seal Kit. For more information—

Write in No. K11 on Coupon, Pg. 136

**Massey-Ferguson Industrial Division,** 1000 South West St., Wichita, Kansas, presents its line of industrial equipment in a colorful brochure, complete with action photos and specifications. Included are the new Work Bull tractors 202, 1001, 303, and the Fork Lift, as well as Davis loaders, backhoes, etc. The Work Bull and Davis products are described as power-matched for profitable on-the-job production. For more information—

Write in No. K12 on Coupon, Pg. 136

**B. F. Goodrich Tire Co.,** Akron, Ohio, offers a 32-page product catalog that lists complete specifications and describes correct use and maintenance of agriculture tires for farm and industrial use. In addition to providing inflation and load data for all B. F. Goodrich agriculture tires, the catalog carries helpful articles on liquid weighting of tractor tires, the use of wheel weights, mounting and dismounting, maintenance, the use of tractor tire solution equipment and valve and accessory equipment. For more information—

Write in No. K13 on Coupon, Pg. 136

**Flint & Walling Manufacturing Co., Inc.,** 379 Oak St., Kendallville, Ind., provides a catalog on its line of water systems. The company states that there are F & W models to meet all requirements exactly. For more information—

Write in No. K14 on Coupon, Pg. 136

**Wright Power Saw & Tool Corp.,** 410 S. Third St., Louisville 2, Ky., offers a 16-page illustrated booklet, "Easy Steps to Woodcutting with the Wright Rebel." The booklet describes the saw which features a reciprocating blade, and tells how it can be

used, in addition to felling trees, for building a log cabin, rustic outdoor furniture, fences, etc. For more information—

Write in No. K15 on Coupon, Pg. 136

**Brower Manufacturing Co.,** 394 N. 3rd St., Quincy, Ill., has a catalog available on its lines of feed mixers and mills and poultry supplies. For more information—

Write in No. K16 on Coupon, Pg. 136

**Larson Machine Co.,** Princeville, Ill., covers its line of farm sprayers, fertilizer applicators, and other equipment in a catalog offered to the trade. For more information—

Write in No. K17 on Coupon, Pg. 136

**Gehl Bros. Manufacturing Co.,** West Bend, Wis., has literature available on its two pieces of optional equipment—the conveyor extension and the reversible apron—designed for addition to the Gehl self-unloading pto forage box. For more information—

Write in No. K18 on Coupon, Pg. 136

**Clark Manufacturing Co.,** Atherton, Mo., has literature available on its sprayers, ammonia applicators, and hydraulic cart for rotary hoes and harrows. For more information—

Write in No. K19 on Coupon, Pg. 136

**Wisconsin Motor Corp.,** Milwaukee 46, Wis., offers bulletin S-223 which describes all models of its powered equipment. For more information—

Write in No. K20 on Coupon, Pg. 136

**Commercial Credit Equipment Corp.,** 1300 N. Woodward Ave., Birmingham, Mich., offers a brochure on using credit as a sales tool. The company provides sales-building credit plans for farm equipment dealers regardless of the line the individual dealer handles. For more information—

Write in No. K21 on Coupon, Pg. 136

**Century Engineering Corp.,** Cedar Rapids, Iowa, offers a 5-point merchandising program to help the dealer in selling more sprayers. For more information—

Write in No. K22 on Coupon, Pg. 136

**B. F. Goodrich Tire Co.,** Akron, Ohio, describes how equipment operators and owners can get maximum service out of off-the-road tires in a 52-page handbook now offered. Four factors in off-the-road tires, all within control of the equipment operator or owner, are discussed in the handbook. The factors are load, inflation, operating conditions, and tire care. The booklet also describes the company's complete line of off-the-road tires and carries data on load and inflation, weights and measures, tire specifications for 1957 motor graders,

drawn scrapers plus valve and rim information. For more information—

Write in No. K23 on Coupon, Pg. 136

**The Ferguson Manufacturing Co.,** Suffolk, Va., introduces its new power-driven cultivator, the Tilrova-tor, as the answer to all crop cultivation. Dealers are offered a colorful 4-page brochure. For more information—

Write in No. K24 on Coupon, Pg. 136

**Dempster Mill Manufacturing Co.,** Beatrice, Neb., offers dealers an 8-page detailed Plantall Catalog. The Plantall is an adaptable tool for planting any type of row crop, with fertilizing attachments also available. For more information—

Write in No. K25 on Coupon, Pg. 136

**Crescent Plastics, Inc.,** 955 Diamond Ave., Evansville 7, Ind., offers a folder giving advantages, maximum depth recommendations, and detailed information for installing submersible pumps up through 1-hp and deep jet pumps with new semi-rigid Cres-line-KL (Kralastic) pipe. For more information—

Write in No. K26 on Coupon, Pg. 136

**Henke Manufacturing Co.,** Columbus, Neb., has literature available covering its Columbus heavy duty roller mills. The line consists of three models: trailer, truck mounted, and stationary; four capacities: 300, 600, 900, and 1200 bu. For more information—

Write in No. K27 on Coupon, Pg. 136

**Taylor Implement Manufacturing Co.,** Athens, Tenn., has available a catalog containing literature covering the complete Taylor-Way line, featuring subsoilers, disc harrows, disc plows, and disc tiller plows. Literature is also available on the new Taylor-Way offset harrows. For more information—

Write in No. K28 on Coupon, Pg. 136

**Iowa Fibre Products, Des Moines, Iowa,** has available a catalog sheet featuring the following L-S cushions: the L.S. 200, all shredded foam rubber with plastic covered cloth; the L.S. Super 600, solid foam rubber with plastic cover; and T-1 400, all shredded foam rubber covered with canvas. Also, replacement cushions which include the JD-100, fits A, B, G, GM, 50, 60; JD-300, fits M, MT, 40; Knoedler No. 300 replacement cushions. For more information—

Write in No. K29 on Coupon, Pg. 136

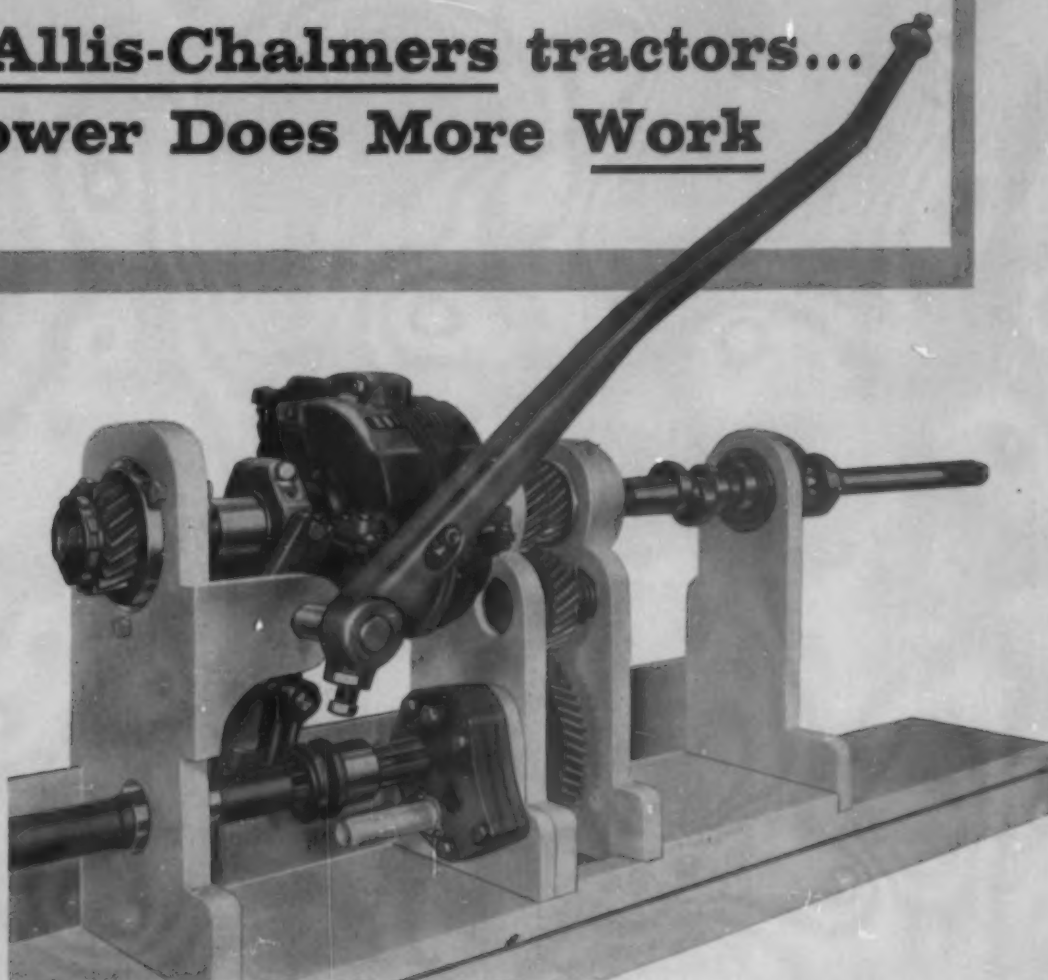
**Universal Pulleys Co.,** 340 N. Mosley, Wichita, Kansas, features the Transmix utility mixer in a folder which gives complete information on its numerous uses, such as mixing feed, silage, cement, and hauling dirt. For more information—

Write in No. K30 on Coupon, Pg. 136

# ADVERTISER'S INDEX

<b>A</b> Acme Shear Co. .... * Adams Co., O. F. .... 114 Advertising Council .... 140 Allis-Chalmers Mfg. Co. .... 139 American Chain & Cable Co., Inc., American Chain Div. .... * American Floor Machine Co., Div. of American-Lincoln Corp. .... * American Pad & Textile Co. .... 104, 115 American Screw Company .... * American Steel & Wire Co., Cyclone Fence Div. .... 90, 91 American Tackle Div., True Temper Corp. .... 83, 84, 85 Amerock Corporation .... 17 Ames Co., O. .... * Animal Trap Co. of America .... * Atlantic Steel Co. .... 20 Atlas Screw Specialty Co. .... * Atlas Tack Corp. .... 99	Federated Mutual Implement & Hdwr. Insurance Co. .... * Fittler Co., Edwin H. .... * Flex-O-Glass, Inc. .... * (Warp Bros.) .... Back Cover Follansbee Steel Corp. .... * Forsberg Mfg. Co. .... 98 Forsberg Co., H. .... * Franklin Plastics .... * Ft. Myers Iron Works .... * Fuller Tool Co., Inc. .... *	Lazy Boy Lawn Mower Co. .... * Linsen Thread Co., Inc. .... 111 Link Handle Co., O. P. .... 109 Lombard Governor Corp. .... * Louv-r-Pak, Inc. .... * Lufkin Rule Co. .... 14, 15	<b>S</b> Samsen Cordage Works .... * Sandvik Steel Inc. .... * Sanitary Receiver Co. .... * Sargent & Co. .... * Savage Arms Corp., Arms Div. .... * Savage Arms Corp., Lawn Mower Div. .... * Schleuter Mfg. Co. .... * Scovill Mfg. Co. .... * Shakespeare Co. .... * Sherman Mfg. Co., H. B. .... 89 Sherwin-Williams Co. .... 101 Silent Slout Corp. .... * Slaymaker Lock Co. .... 114 Smith & Co., D. B. .... * Smith & Sons, Inc., Seymour .... * South Bend Tackle Co. .... * Southern Hardware .... * Southern Screw Co. .... * Southland Mower Co. .... * Southwestern Plastic Pipe Co. .... * Star Mfg. Co. .... 133 Stratoflo Products, Inc. .... 88 Style-Crafters, Inc. .... * Sunset Line & Twine Co. .... * Supplex Company .... * Supreme Prods. Corp. .... * Swan Rubber Co. .... * Swing-A-Way Mfg. Co. .... 13
<b>B</b> Basick Co. .... 102 Bethlehem Steel Corp. .... 1 Black & Decker Mfg. Co. .... * Bommer Spring Hinge Co., Inc. .... * Breeders Supply & Equipment Co. .... 104 Brink & Cotton Mfg. Co. .... *	<b>G</b> Gamble-Skogmo, Inc. .... * General Electric Co., Lamp Div.—Large Lamp Dept. .... * Gilbert & Bennett Mfg. Co. .... * Gilmour Mfg. Co. .... * Grabler Mfg. Co. .... * Graham & Co., Inc., John H. .... * Bavin Bros. Mfg. Co. Div. .... * Graham & Co., Inc., John H. .... 92 Graham & Co., Inc., John H. King Cotton Cordage Div. .... Third Cover Ohio Machine Prods., Inc. .... * Greenlee Tool Co. .... * Griffin Mfg. Co. .... *	<b>M</b> Mail Tool Co., Div. of Remington Arms Co., Inc. .... * Mann Edge Tool Co. .... * Marshalltown Trowel Co. .... 114 Masonware Company .... * Master Lock Co. .... * Mase Co., W. H. .... * Midland Industries, Inc. .... * Milwaukee Tool & Equip. Co. .... * Miracle Saint Rejuvenator Co. .... 104 Modern Tool & Die Co. .... * Molly Corp. .... 112 Moore Push-Pin Co. .... * Mossberg & Sons, Inc., O. F. .... * Moto-Mower Co. .... 10, 11 Mouli Mfg. Co. .... * Murray Ohio Mfg. Co. .... *	<b>T</b> Tait Mfg. Co. .... * Taylor Chain Co., S. G. .... * Tennessee Coal, Iron & R. E. Co. .... * True Temper Corp., American Tackle Div. .... 83, 84, 85 Tucker Duck & Rubber Co. .... * Turnbuckles, Inc. .... 100 Turpentine & Rosin Factors, Inc. .... *
<b>C</b> Calbar Paint & Varnish Co. .... * Campbell Chain Co. .... * Carolina Washboard Co. .... * Champion DeArment Co. .... 103 Chattanooga Royal Co. .... * Clark Brothers Bolt Co. .... * Clark Banding Machine Co. .... * Classified Ads .... 112 Clemson Bros., Inc. .... * Cleveland Mills Co. .... * Colorado Fuel & Iron Corp., Wickwire Spencer Steel Div. .... 108 Columbian Rope Co. .... * Consumers Gize Co. .... * Coughlan Co., G. N. .... * Crescent Plastics, Inc. .... * Crescent Tool Co. .... * Cross & Co., W. W., Div. of Plymouth Cordage Industries, Inc. .... 7 Cyclone Fence Dept., United States Steel Corp. .... 90, 91	<b>H</b> Hager & Sons Hinge Mfg. Co., O. .... * Hall Mfg. Co., T. R. .... 108 Hamilton-Skotch Corp. .... * Hanson Co., Henry L. .... 16 Harris, Inc., Morton H. .... * Hayes Spray Gun Co. .... * Hedlund Mfg. Co. .... * Heineke & Co. .... * Herschell Mfg. Co., Inc. H. .... 106 High Standard Mfg. Corp. .... * Hodell Chain Co. .... * Hodgman Rubber Co. .... * Hol-Dom Elec. Fencer Co. .... * Hollander Mfg. Co. .... * Hoosier Tarpaulin & Canvas Goods Co., Inc. .... 110 Hoppe, Frank A., Inc. .... 88 Hyde Mfg. Co. .... 2	<b>N</b> National Business Publications National Housewares Mfgs. Assn. .... 113 National Metal Products Co. .... * National Screw & Mfg. Co. .... Second Cover New Holland Machine Co. .... * New York Wire Cloth Co. .... * Nicholson File Co. .... * Nixdorf-Krein Mfg. Co. .... 5 Northwestern Steel & Wire Co. .... *	<b>U</b> UMOO Corp. .... * Union Fork & Hoe Co. .... * Union Malicable Mfg. Co. .... * United States Steel Corp. .... 90, 91 Universal Converting Corp. .... * Upson Brothers, Inc. .... * Utica Drop Forge & Tool Co. .... *
<b>D</b> Denison-Johnson Corp. .... * Diamond Expansion Bolt Co. .... * Diamond Tool & Horseshoe Co. .... 86 Dobbins Div. .... * Chamberlain Corp. .... * Draper-Maynard Company .... 115 Du Pont de Nemours & Co., E. I. (Plastics Division) .... *	<b>I</b> Igloo Corp. .... Front Cover International Harvester Co. (General Line) .... 124, 125 Irwin Auger Bit Co. .... *	<b>O</b> Olin Mathieson Chem. Corp., Winchester Western Div. .... * Olin Co., Philip S. .... * Ox Fibre Brush Co., Inc. .... *	<b>V</b> Victor Saw Works, Inc. .... *
<b>E</b> Eastman Chemical Prods., Inc., Plastics Div. .... * Eclipse Lawn Mower Co., Chain Saw Div. .... 129, 130 Electric Wheel Co., Firestone Tire & Rubber Co. .... * Empire Brushes, Inc. .... * Enterprise Mfg. Co. .... * Etzwing Mfg. Co. .... * Evans Rule Co. .... *	<b>J</b> Jackson Mfg. Co. .... * Jones & Laughlin Steel Corp., Cream City Div. .... * Container Div. .... * Justrite Mfg. Co. .... *	<b>P</b> P & C Tool Company .... * Paine Co. .... * Peters Tool Corp. .... * Penn Fishing Tackle Mfg. Co. .... * Pennsylvania Lawn Mower Div. .... * Peters Cartridge Div. .... * Peterson Mfg. Co. .... 98 Phoenix Manufacturing Co. .... 82 Plumb, Inc., Fayette R. .... * Plymouth Cordage Co. .... 87 Portable Electric Tools, Inc. .... 3 Pro-Phy-Lac-Tic Co., Prolon Div. .... *	<b>W</b> Want Ads .... 112 Water Master Co. .... * Wen Products, Inc. .... 80, 81 Western Fishing Line Co. .... 6 page insert preceding page 1 Western Tool & Stamping Co. .... * Wheel-Horse Prods. Co. .... * Wickwire Bros., Inc. .... * Wickwire Spencer Steel Div. of The Colorado Fuel & Iron Corp. .... 108 Wire Products Co. .... * Wright-Barnet, Inc. .... 116 Wright Steel Wire Co., G. F. .... 113
<b>F</b> Fasco Industries, Inc. .... *	<b>K</b> Keuffel & Esser Co. .... * Keystone Steel & Wire Co. .... * King Hardware Co. .... * Klein-Logan Co. .... *	<b>R</b> Radiator Specialty Co. .... 102 Red Devil Tools .... 102 Red Head Brand Co. .... * Reeva Company .... * Reichert Plant & Mfg. Co. .... 19 Remington Arms Co. .... * Republic Steel Corp. .... * Resort Boat Co., (Div. of Southwest Mfg. Co.) .... * Revere Copper & Brass, Inc. .... * Richards-Wilcox Mfg. Co. .... 93 Royal Elec. Corp. .... * Rubenmaid, Inc. .... * Ruberoid Co. .... *	<b>Y</b> Yard-Man, Inc. .... * Yardley Plastics Co. .... * Yuba Power Prods., Inc. .... *

# In Allis-Chalmers tractors... Power Does More Work



**F**INDING new ways to make power do more work is the constant aim of Allis-Chalmers engineering... with increasingly greater benefits for tractor users.

Most recent Allis-Chalmers development in the field of power application is the Power Director — called by many *the BIG STICK*.

First introduced in the dynamic new D-14 and D-17 Tractors, the Power Director enables the

operator to shift instantly—on-the-go—from high to low range, in any gear, for 42 percent more power... or from low to high range for almost 50 percent more speed.

The combination of Power Director and automatic TRACTION BOOSTER system — another great Allis-Chalmers contribution to more efficient power application — not only increases the amount of field work a tractor can do in any given time, but also reduces fuel consumption per acre.

Working in conjunction with the smooth-operating, live, power take-off that maintains constant PTO shaft speed, the Power Director matches ground speed to crop and field conditions to keep harvest machines working steadily and efficiently.

Yes, in the Power Director, Allis-Chalmers dealers have the solution to every farmer's problem... the problem of how to get more work out of a tractor... per hour, per day or per season.



Market trends and farm events of nationwide interest are brought to farmers every Saturday on the National Farm and Home Hour over local NBC outlets.

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION, MILWAUKEE 1, WIS.

## ALLIS-CHALMERS

TRACTION BOOSTER is an Allis-Chalmers trademark.





# OTHERS ARE DOING IT... SO CAN YOU!

## Crowds Jam Store in Big Promotion

CHICAGO, April 23. — This year will be the biggest in history, pre-natal, general distribution

## Sales Set Record For Local Store

BINGHAMTON  
of decorative wall

## "BUY" DRIVE A SMASH HIT

WASHINGTON  
just launched

## Sales up 70% In Special Drive

LOS ANGELES, April 13. — "What's all this talk about recession?" That was the question executives of Shopping Bag Food

## SALES UP 42%

## TURNAROUND" SALE SETS STORE RECORD

JACKSONVILLE, Fla. "If the recent trend in order

## Sales Set Record For Local Store Push

CHICAGO

## "AUTO BUY NOW" DRIVE BIG SUCCESS

FLINT, Mich., May 4. — "Spring Sales Festival," conducted by downtown merchants as an outgrowth of an elaborate

## 12,000 SOLD IN ONE DAY

**HERE'S HOW!**—"Promotion" is the key word! It may be your own special promotion or a tie-in promotion with other merchants in your town! But "promotion" is the incentive that creates the desire to buy! Talk to the guy next door—and the guy down the block! Think! The customers are there—waiting to be sold!

**HERE'S WHY**—All facts point to another big upswing! Between now and 1975, U.S. population will soar; there will be millions of new jobs; family income

will continue to rise; industrial production will double; savings will steadily increase; billions will be spent on research; needs for schools, highways, homes will grow and grow—and grow! The retailers who plan for this new wave of opportunity will be the ones to profit from it. Make sure that includes you.



**FREE!** Get going today! Write at once for illustrated "How To Turn the Tide" booklet offering valuable and vital selling ideas. The Advertising Council, 25 West 45th Street, New York 36, N. Y.

YOUR FUTURE IS GREAT IN A GROWING AMERICA



Ask your jobber about these fast moving cordage items...they are all proven sellers, all packaged and priced to help you sell more this Spring.

# BIG SPRING SELLERS



## 100% NYLON STARTER CORDS

One of our biggest sellers. This market is terrific... power mowers and outboards need replacement Cords. Be sure you have them this Spring.

## CHALK LINE

This is a year 'round seller... there's always chalk line business. Spring helps, 'cause folks need lay-out line, tie-back line, etc. Be sure you have this on your order.



## KITE TWINE

Don't miss this business. Nice counter display. Cord is wound on red, white and blue tubes. Looks very sharp and really sells.

## HANDY CLOTHS

These are perfect for all the Spring clean up chores. Spread out and load it up with leaves, weeds, cuttings and the winter debris. Then drag it off to the back lot.



## BRAIDED MASON'S LINE

This is another year 'round item. Mason's line, awning cord, balance cord, fish stringers, venetian blind cord, drapery cord, dryer cord, etc. Try it for Spring Sales.

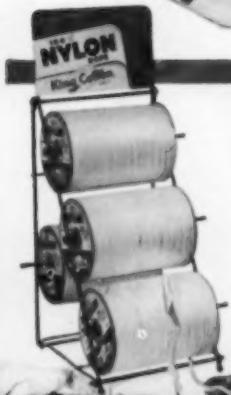
## GREEN GARDEN JUTE

We do a big volume in this every year...it's a natural for Spring and Summer Sales. Order now, bulk packed or in SNAP-SACKS.



## NYLON SEINE TWINE

Top quality, priced right, ready to go for Spring. This item moves from March till frost and some places longer. Ask your jobber for King Cotton brand.



## 100% NYLON BRAIDED ROPE RACK

Big sell in small space. This is the easy way to get into the Nylon Rope Business. Display rack is free with initial order for 4 or more spools.

# King Cotton CORDAGE

107 DUANE STREET • NEW YORK 8, NEW YORK

THE HARDWARE DEALER'S MOST COMPLETE, BEST PACKAGED and MOST PROFITABLE CORDAGE LINE

# Warpa

TOP QUALITY

## THE BEST NAME IN PLASTIC WINDOW MATERIALS

WARP'S  
DISPLAY  
RACK  
WM 500

**FLEX-O-GLASS**  
28", 36", 48" widths  
The Best and Biggest Seller. Guaranteed 2 Years.

**GLASS-O-NET**  
36" wide  
Clear Plastic Over 1/4" Mesh Green Cotton Cords

**WYR-O-GLASS**  
28" & 36" widths  
Clear Plastic Over 1/4" Mesh Galvanized Wire

**SCREEN-GLASS**  
28", 36", 48" widths  
Clear Plastic Over 1/4" Mesh Galvanized Wire

**DUR-O-PANE**  
28", 36", 48" widths  
Clear Plastic Over 4, 8 and 14 Mesh Galvanized Wire

**SCRIM-GLASS**  
36" wide  
Clear Plastic Over 4 Mesh White Cotton Cords

**PLASTICLASS**  
36" wide  
Clear Plastic Over 4 Mesh Plastic Strands

**FLEX-O-PANE**  
36" & 48" widths  
NEW! SEMI-RIGID. 5, 10 & 20 Gauges

ALL NATIONALLY ADVERTISED  
Retail Prices Subject to Change

Other Warp Window Materials are VINYL-PANE & WINDOW-FABRIC

## PACKAGED STORM COVERS

COMPLETE KITS FOR DOORS AND WINDOWS

America's  
Fastest Selling  
Storm Window Kit

**Easy-On** **39¢**

36" x 72" Plastic Sheet.  
18" Fibre Molding.  
Package of Nails.  
One full size Storm window, packed in each colored box. 36 in a Dispensing Display Carton.

**Poly-Pane** **42¢**

Two Full Size Storm Windows in Each Kit.  
2 Sheets Plastic—72" x 36"  
36 Feet Fibre Molding.  
2 Packages of Nails.  
Packaged in Snappy 3 Color Plastic Envelope.

**Jiffy-Pane** **98¢**

READY TO TAPE ON  
36" x 72" Crystal Clear Plastic Sheet and 200" Special 1/4" Tape.  
Packed 12 to Attractive Counter Merchandiser

**Jiffy-Kraft** **98¢**

STORM DOOR KIT  
1. 36" x 84" weather-proof kraft with 12" x 12" clear plastic window.  
2. 21" Fibre molding.  
3. Package of Nails.  
Individually wrapped, ready to sell. Packed 12 to a Handy Dispenser Carton.

**TAPE-ON** **\$2.49**

Picture Window Size  
6' x 10' Transparent Plastic Sheet and 60' Special Double Face Tape.  
Packed 6 in attractive counter Display Box

## TOP QUALITY PLASTIC PRODUCTS

50%  
MARK-UP

The Original  
Polyethylene  
Matting

**Warpa**  
RIBBED MATTING AND FLOOR RUNNER

**PLAST-O-MAT** **27¢**

Handy Cut Lengths 1 doz. rolls 60" x 30"  
Packed in colorful Self-Service Display Cartrims  
Tough, Clear, Extra Heavy

**VINYL-MAT** **66¢**

5 colors Red, Green, Beige, Grey, Black  
30" Wide 25 & 50 Ft. Rolls  
Vinyl Plastic Floor Runner

**GARDEN MULCH**  
**Easy-Grow** **98¢**

20 ft. x 36 inches Sheet Plastic Mulch.  
Sunlight Resistant Black Polyethylene  
Packed Doz. in Counter Display.

**ICE SKATING RINK**  
**Jiffy-Rink**

Individually packaged. Contains all materials necessary for a complete family size ice skating rink.

**HOUSEHOLD WRAP**  
**Jiffy-Wrap**

New type of transparent plastic wrap—preserves food, protects household articles from harmful dust, dirt and moisture. Comes in convenient 12" rolls, 50 ft. long in a Dispensing Container. Packed 1 doz. to display carton.

Complete Range of Practical Gauges & Widths

**Warpa**  
POLYETHYLENE SHEETING

"THE BEST THAT MONEY CAN BUY" - FOR FARM, HOME & INDUSTRY

## COVERALL

As Low As 1¢ Sq. Ft.  
MOISTURE-PROOF  
CLEAR  
SUN RESISTANT  
BLACK

UP TO 40 FT. WIDE  
Look for the Name "Warpa" COVERALL on the edge  
Coverall is Folded Down on Rolls for Easier Selling & Handling

WATERPROOF  
ROT-PROOF  
ACID-PROOF  
STAYS FLEXIBLE AT 60 BELOW ZERO

Pre-Cut Packaged  
**COVERALL**  
COVERS  
5 HANDY SIZES  
available in 6 mil black  
Individually boxed and packed 3 to a shipper.

**Jiffy-Cover**  
DROP CLOTH **79¢**  
9' x 12' of clear COVERALL. Individually boxed. Packed Doz. to Display Carton.

Pre-Cut Round  
**SILAGE COVER**  
4 Gauge Heavy Duty Black Coverall Individually boxed and packed 3 to a shipper.  
5 Sizes **\$5.90**

FAST  
TURNOVER  
FULL  
PROFIT

Carried by Reliable Jobbers Everywhere

WARP BROS. 1250 N. LaSalle St. CHICAGO 11, ILL.